

PRINTERS' INK

Registered U. S. Patent Office

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10c A COPY

B. A. I. S. 1925 with N. W. Ayer & Son

*"He, to get the warm side inside,
Put the inside skin side outside;
He, to get the cold side outside,
Put the warm side fur side inside."*



WITH this entangling twist of words the nursery jingle of Old Nakomis' Mittens seeks to leave a complicated impression of the simple process of their making.

Not so with the advertising of Fownes Gloves. In very simple phrase it gives a vivid picture of the fine quality, the patrician smartness, the distinctive tailored styles which identify the Fownes in the glove shops of the country.

No glove enjoys a more complete regard in the judgment of the trade and public.

Advertising Headquarters welcomes the opportunity to multiply the appreciation of this excellent product which for one hundred and forty-eight years has marked the highest quality and fashion of the times.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





Where Do You Make Up Your Advertising Schedule?

IS it planned in the president's office or in the field? Do you select the publications in which you like to see your advertisements, or the publications that will best support the dealers and distributors who form your only contact with the ultimate buyer?

STANDARD FARM PAPER UNIT

has more than 40 field men whose business it is to study your market; to study the problems and the activities of your jobbers, your dealers and your consuming public in the farm market. They are not so close to your business as you are, but they get a better perspective. They are far enough away from it to see its true relationship to thousands of other lines of business that are as anxious as you are to get the consumer's dollar. They are in better position than even your own field men to give you a true picture of your place and your opportunity in the territories surrounding 45 great jobbing centers.

This service is at your disposal—a service that should be of exceptional value to you in making up an advertising schedule that will truly support your salesmen, your distributors and your dealers.

The Nebraska Farmer
The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist
Wallaces' Farmer
Hoard's Dairyman

Let us help you by giving you all of the facts available about the farm market and how it may be reached through the national prestige and local influence of this great group. Circulation, 2,000,000

One order, one plate, one bill.

STANDARD FARM PAPER UNIT

Standard Farm Papers, Inc.
Wallace C. Richardson, Gen. Mgr.
307 N. Michigan Ave., Chicago

Wallace C. Richardson, Inc.
250 Park Ave.,
New York

San Francisco, 547 Howard Street

Your Sales Problem is National—That of Your Dealer is Local—The Standard Farm Paper Unit Meets Both

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXII

NEW YORK, AUGUST 27, 1925

No. 9

Getting Your Salesmen to Work Harder

The Secret Is the Formulation of a Proper Incentive

By John Allen Murphy

HOW can I get my salesmen to work harder? Many sales managers have told me that if they could answer that question and, with the answer, establish some system that would keep their representatives working near to capacity, they wouldn't have anything more to do. A sales force that would work as hard as it could, would leave the sales director with few worries. It is a fact that about 75 per cent of the efforts of present-day sales management is aimed at getting salesmen to work harder. That may not be its obvious purpose or its immediate objective, but that is the net of it. In the long run, the effectiveness of a sales manager's endeavors will be judged by the accomplishments of his salesmen.

How, then, can salesmen be induced to work harder? Working harder does not necessarily mean putting in more hours, although that may be one way of doing it. Salesmen, even the best of them, do not put in much time in actual selling. C. K. Woodbridge, the president of the Dictaphone Sales Company and the president of the Associated Advertising Clubs of the World, once estimated that salesmen do not, on the average, put in over two hours a day in the presence of prospects. They fiddle around longer than that—rearranging their brief cases, waiting for telephone calls, lingering for the mail man to bring in some mail orders, polishing their nails and doing dozens of other

little things that seem so vital to salesmen early in the morning.

Almost every salesman could work somewhat harder by the simple expedient of making more calls. There are few salesmen who could not add one or two more calls to their daily endeavors. If they would conserve their time more zealously and stop doing things that are not important, they would easily find time enough to make more calls. Two additional calls a day would total up to more than 500 in a year and 500 calls would most certainly bring in at least some business that is not now being obtained.

Of course, there are many other ways for a salesman to work harder besides increasing the number of his calls. For one thing, he can strive to run up his batting average by increasing the effectiveness of his calls. There are 101 ways of doing this, such as improving his personal appearance, cultivating a more pleasant manner, mastering a better approach, making a better preparation for the interview, using stronger sales arguments and by a better handling of the interview in other respects. Any effort that a salesman may make to improve himself or his methods will give him the reputation of working harder, although he may not be putting in any more time than he did before.

This article, however, is not concerned with the salesman's methods. For the present, we are

only interested in the possibility of getting the salesman to work harder. How can that be accomplished?

Just as we have long known that though it is possible to lead or drive a horse to water, he cannot be made to drink, so is it possible to drive a salesman to work, but no one can make him sell but himself. The old theory that a salesman could be made to work by pouring ginger talks into him is now thoroughly exploded. Salesmen cannot be "pepped" into selling. It is equally as futile to scold them, or to threaten them or to try to drive them with a whip of fear. Those old-time methods have been entirely abandoned by modern management. The talking and preaching sales manager won't get anywhere today. To be sure, both talking and preaching still have a place in sales management, but only as a minor part of the program.

Herbert Spencer or some other philosopher once said that a child's education should begin with his grandparents. The same thought is applicable to our subject. I won't start back so far as the salesman's grandparents, but I will say that the time to get him to work harder is before he is hired. The old custom of hiring anyone who thought he could sell naturally resulted in loading the sales force with much unsuitable timber. Today, selling material is selected with much greater care. The candidate for a position must run a gauntlet of exacting requirements that almost automatically eliminates him if he is not fitted for the job. The candidate who does qualify will not later require the supervision or the stimulation that it would have been necessary to give the casually selected candidate.

Everyone knows that in the life insurance business, for example, the mortality among agents used to be appalling. It is still bad enough. Most of the companies, however, no longer employ agents casually. The Equitable Life Assurance Society, for one, because of the diligence it uses in employing agents, has cut down the

mortality of its representatives to a fraction of what it used to be.

Of course, selection isn't everything. The men must also be trained before they are sent out to sell. In days gone by, salesmen were not only hired indiscriminately, but they were also placed in actual selling with practically no training. Is it any wonder that so many of them failed to make good? Is it surprising that a management which thought that it could get results from untrained salesmen should also think that it could get those men to work harder by writing them pep letters?

Even to this day, not all companies train their salesmen. Most of them do, however. The training courses offered by such organizations as the Equitable Society, E. R. Squibb & Sons, American Radiator Company, Procter & Gamble Company and the National Cash Register Company are so effective that the men who take them do not have to be hounded to work harder. They work as hard as they can of their own volition.

But probably the greatest change that has come into sales management in recent years has to do with the question of sales compensation. In the old days, salesmen were paid a salary or a commission or a combination of both. That was all there was to it. But now-a-days, a scientific sales compensation plan is about as involved as the Dawes plan. It is involved, not because present-day sales managers have a genius for the intricacies of mathematics, but because it has been discovered that the best way to make a salesman work consistently is to give him an incentive that is powerful enough to keep him going without any other prodding.

The best incentive is a scientific scheme of compensation. Merely dangling a lot of money in front of a salesman as a reward for sustained effort is not enough. Both the commission and salaried form of payment offered sufficient financial reward. But they did not offer it in the right way. The commission man became hopelessly discouraged if he could not sell



How Are Small Town People Sold?

UPON magazine advertising falls the burden of creating consumer demand for branded goods in the small towns.

An inspection of the shelves of any small town general store shows how well this has been done.

Christian Herald carries your message a little further and a little deeper into substantial country homes.

Christian Herald

Bible House

New York

GRAHAM PATTERSON, *Publisher* Paul Maynard, *Adv. Mgr.*

and soon gave up trying. On the other hand, if his sales came easily, he would frequently stop work in order to spend his earnings. The salaried man, too, did not do his best under that system of compensation. He worked just about hard enough to hold his job. The certainty that his income was assured kept him from trying to do anything out of the ordinary.

These new schemes, while not perfect, are certainly more scientific than were the old systems. We now know that men can be influenced easier by giving them a motive to do what we want them to do, than they can by merely driving them on blindly. I once asked a policeman of my acquaintance why he did not make more arrests. He had told me that he never arrested any one unless a serious offence had been committed. It is his policy to let minor offenders go with a reprimand. He said that he would arrest some of these petty offenders were it not for the fact that he would have to appear in court the next day *on his own time*. In other words, he would have to give some of his leisure to the prosecution of the person he arrested. The police department of this city really penalizes its men for doing their duty and holds out to them an incentive for *not* doing their duty.

Here is another example of the powerful influence of a strong incentive. The insurance companies have found it necessary to use penalizing clauses, partial liability clauses and other similar devices in their policies so as not to give the insured an incentive to be careless in the guarding of his property. Were it not for these protective devices, it might be more profitable for the insured to have a fire or a burglary than not to have one. This is not saying that the insured would be dishonest. He might be careless, however, especially if a premium were put on carelessness.

In Westchester County, New York, they tried to get the school children to destroy the tent caterpillars, which have been devastating the countryside for the last two years. The plan did not work until someone thought of the

scheme of paying the children so much for destroying so many tents. This provided the needed incentive to send the kids to work with enthusiasm.

Similarly, results can be accomplished in any endeavor if a strong enough incentive is used to get the desired accomplishment. The contests, quota schemes and other such devices that most companies use nowadays are nothing more than incentives that are put forward to get salesmen to work harder or to keep them working hard. These methods are, in a sense, a part of the sales compensation plan.

Don't get the impression, though, that money is the only incentive that can be used. Pride, the glory of achievement, the joy of winning a race, are incentives that are almost as powerful as the money influence. A man will work his head off to win a contest or to attain a quota, so that he can take home the bauble which is offered as a prize to show the wife as evidence that when she picked a husband she picked a good one.

Pride is also a strong influence in getting salesmen to work harder. Salesmen hate to fliv before their associates. They will move heaven and earth to maintain a record which they have already established. The man who has always been coming in in second place would be everlastingly humiliated should he drop back to third or fourth place. Contests, bulletins or any other scheme that makes public the standing of a salesman is, therefore, an excellent way to keep the selling force on its toes.

The establishing of sales control systems is another effective way to get salesmen to work at capacity. There are many different systems of this kind in use, but the purpose of most of them is to keep a salesman working according to a schedule laid out by some one higher up. These systems provide a report plan which automatically shows up the salesman unless he is working effectively. Splendid systems of this type are used by the Tidewater Oil Sales

(Continued on page 156)



"In go the 'Voices of the Night,' Mr. Longfellow"

"The camp'll be nuts over your bringin' your set, Fats."
"Not any nutser than I'll be over bringin' joy-jazz into the wee-ilds of Maine."

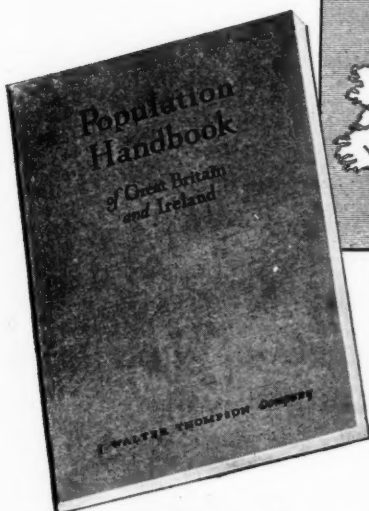
The ingenuity boys show in adapting radio to their environment is compelling proof that selling to boys is the most profitable investment radio manufacturers can make. Reaching the very top of this most profitable boy-market, **THE AMERICAN BOY** offers radio manufacturers the means of advertising to 500,000 radio enthusiasts.

Here is the typical **AMERICAN BOY** reader. About 15½ to 16 years old. 80 per cent of high-school age; 5 per cent of college age, 15 per cent in grades. Consequently, practically all **AMERICAN BOY** readers are at the age when the radio virus works best—they like to experiment, they like to build and they are fascinated by the romance and thrilling possibilities of listening in over two continents.

Naturally, a generous part of the editorial contents not only features articles on radio, but weaves exciting stories about men and boys who use the radio.

Come into this Forum of Boyville and tell your story, display your wares, win your friends. Through the advertising columns of **THE AMERICAN BOY**, make half a million youngsters familiar with your name and your product. Copy received by September 10th will appear in November.

The **American Boy**
"The Biggest, Brightest, Best Magazine for Boys in All the World"
Detroit Michigan



THE BRITISH ISLES

The very life of England depends on securing food products grown thousands of miles away. The remarkable financial recovery and the compactness of this market make it one of the most promising in Europe.

FACTS *that tell you where to sell in British Markets*

WITHIN three hours from the city of London is a population more than one-fourth of the entire United States.

In the entire length of Great Britain there is no railroad journey equal to the distance

**J. WALTER
ADVERTISING**

from New York to Chicago—yet a population almost half as large as our whole country is concentrated in this compact market.

The J. Walter Thompson Company has gathered together information on the British market from official sources, and condensed facts of interest to Americans selling abroad into a special 48-page market analysis—"The Population Handbook of Great Britain and Ireland".

This handbook contains

- 1921 official British census figures together with the population per square mile, and the percentage of urban and rural population for each county.
- a list of cities of 25,000 inhabitants or over and the percentage of increase in the population of each since 1911.
- tables listing the number of wholesalers and retailers in eight different industries with the number of each to be found in any given county.
- maps illustrating the geographical distribution of industries and the principal markets and their trading areas.

We shall be glad to send a complimentary copy of "The Population Handbook of Great Britain and Ireland" upon request, to Americans interested in British markets. Write to the Statistical Dept., J. Walter Thompson Company, 244 Madison Avenue, New York.

T H O M P S O N C O .

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

Irvin Cobb Turns Copy Writer

Is Writing a Series of Signed Advertisements for Sweet Caporals

By B. F. Berfield

"OUR family tree was a tobacco plant."

It is, as we say over the telephone, Irvin S. Cobb speaking. That is the headline he uses on the first of a series of signed advertisements for Sweet Caporal cigarettes, a product of the American Tobacco Co., Inc.

Yes, Cobb has turned copy writer—not in a wholesale way, but for this series of advertisements, at least. That he is not, however, just a writer of best sellers who has decided to turn his hand to writing copy for a product about which he knows little or nothing, and cares a little less, is shown by the text of his first advertisement.

His great-grandfather, Cobb tells us in this advertisement, was a Vermont Irishman who, after the Revolution, "went South in a wagon and he raised the first tobacco that was raised for export in what is now called The Black Patch of West Kentucky and West Tennessee." Cobb's grandfather was a planter, a factor, a rehandler of tobacco; and, on the side, a merchant and a banker and steamboatman. During the Civil War, he bought Confederate bonds and financed a battery of Confederate artillery.

Cobb's father was a tobacco warehouseman and was accounted one of the best judges of types and grades in the district. "He smoked incessantly and he chewed frequently," adds the son.

So Cobb "grew up on a tobacco street in a tobacco town. There was a stemmy on the corner above us, a snuff factory and a cigar-maker's shop down the road and a whole row of warehouses farther along. I absorbed

ASK DAD—HE KNOWS!



If This Isn't The National Blend, What Is?

Number 2 of a series of talks on Sweet Caporal Cigarettes

By Irvin S. Cobb

IT'S raining now down South. The gentle raindrops where cool conditions and climatic conditions are a proper time with each other, the tobacco—the perfect nature cigarette—has been taking on shape and form. The blades have been broadening, growing rich with the strength of the earth. So now workers harvest the crop from the fields, and bear it to the barns for curing.

It is cured slowly by a heat that is regulated to match the weather. The result is such tobacco as no other part of the world yields—strong in perfume, gentle in flavor, allowing in color, and in texture like talcum.

It's changing now up North. The drifts in the valleys of the Green Mountains are



drinking. On warm mountain tops, there's a trace of spring in the air. The first blue-bird is back to meet the chickadees that have been away and the meadow is no red-brown under the hoar-frosts in his time. They have

The year's maple sugar, with nothing

ask Granddad he knows too!



The ball makes his over had wars "Sweet Caps" The American Tobacco Co.

added to it and working today away, a thought to where the pick of the tobacco of these years ago or four or five years, but all this time been aging naturally. It's vintage tobacco by now.

By a process which has had the advantage of some time over the world for forty-seven years the prepared leaf is treated delicately with the pure water that practically is all—just a touch of, harmonious, aromatic, creates something of the two F. V's—the Finest Flavor of Virginia, the Finest Fragrance of Virginia.

And you have the Sweet Caporal Cigarettes. If Sweet Caporal isn't the true North-and-South blend, the real National Blend, what is?

Thank you, *Irvin S. Cobb*

P.S.—I want to attach like this every one a a man. Want for me, I have decided to go on to use an advertisement for some new colored products because I feel I must make a good deal, especially on the side, doing for a week a week. But I could for the experience I have I could for me, or in a word, every tobacco in which I have plenty.

DOES THIS PIECE OF COPY MARK A DEFINITE TREND?

the romance of the industry—for it is one of the most romantic of industries—along with my hot biscuits and New Orleans molasses."

In four generations, he was the first of the first-born males of his breed to stray from the ancestral pathways. "And now," he adds, "I'm back again in the family line."

That, in a manner of speaking, is Cobb's apologia, his record of

CORN IS KING IN IOWA AND WEARS A GOLDEN CROWN

Bumper Crop in Sight, and Hog Prices Soar.

BY ARTHUR EVANS.

[Chicago Tribune Press Service.]

Red Oak, Ia., July 29.—[Special.]—Corn is king in Iowa and this year is wearing a golden crown. Never were the fields in the southwest section of the state in more superb shape. Similar conditions are reported from other parts, and as things look now an output of about 470,000,000 bushels is in prospect in Iowa, as against 305,000,000 last year. It is pretty close to the record year 1920, when a bumper crop of 473,880,000 bushels was harvested.

Ocular evidences of prosperity abound in the Iowa countryside. In the last year or two the farmer has retired a great load of debt. Corn belt cities like Red Oak, a gem of a community that looks like a Chicago north shore suburb, are thriving.

The Des Moines Register and Tribune-News is the back-bone of a successful advertising campaign in Iowa.

qualifications as a writer of cigarette copy. When he adds that the first cigarette he ever smoked—that was thirty-five years ago, too—was a Sweet Caporal, he rounds out the picture.

No, Cobb isn't a movie star recommending a facial cream because she knows she'll get her pictures in several dozen periodicals and a hundred or more newspapers. He is not a columnist endorsing someone's brand of necktie or cigar although he probably never smoked a cigar and his wife makes his neckties. He's a tobacco man writing tobacco copy.

Perhaps this new series of advertisements by Cobb marks another step in a definite trend in advertising. Perhaps next year, Kathleen Norris will be writing copy for Lux, Michael Arlen doing his bit to bring about a renaissance of the fancy vest or E. Phillips Oppenheim telling the merits of Colt's revolvers. The best sellers in the book and short-story world may be on their way to join the ranks of the copy writers—maybe. But if they are, the advertisers who are going to hire them may well take a leaf from the book of the American Tobacco Company.

The prime reason, of course, why Cobb makes a valuable copy writer is that his name carries magic to work wonders with the advertisement-reading public. But a name doesn't make good copy. However, Cobb is not only a writer of ability—he is a man who grew up on a tobacco street.

I've only had a chance to read the first two advertisements in the Sweet Caporal series. These, at least, are good advertising because they are sincere. The writer knows his subject and likes to write about it.

In the second advertisement, Cobb commences:

It's ripening time down South. On gentle hillsides where soil conditions and climatic conditions are in proper tune with each other, the tobacco—the perfect native cigarette tobacco—is ready for harvesting. Under the blazing sun the matured plants have been taking on shape and tint. The blades have been broadening, growing rich with the strength of the earth. So now workers

harvest the crop from the fields, and bear it to the barns for curing.

A little farther on he says:

It's thawing time up North. The drifts in the valleys of the Green Mountains are shrinking. On warm melty days there's a taste of spring in the air. The first blue-bird is back to meet the chickadees that have been away and the melody in his red breast makes him forget the frost-bite in his toes. They have tapped the maple trees. The clear sap drips into the pails. In the boiling pots this sweet juice, which is the very essence of the New England groves, is being turned into firm, brown cakes.

He then tells how this pure maple syrup is brought to where the pick of the tobacco of some years before has been stored. These are blended to make a "mellowed, harmonious, aromatic, crusty mingling of the two F. F. V.'s—the Finest Flavor of Vermont, the Finished Fragrance of Virginia."

At the close of this advertisement, Cobb tells how he has declined propositions to turn out advertisements for various manufactured products because he felt he merely would be a hired hand, exploiting this or that for so much a word, but that he grasped the opportunity to write Sweet Caporal copy because he could put his heart into it. The only other advertising writing that Cobb has done, according to the files of *PRINTERS' INK*, is a booklet written several years ago to advertise Jack Tar Togs.

There probably isn't anything very significant or momentous about the fact that Irvin Cobb has contracted to write a series of advertisements. On the other hand, there is a distinct moral for advertisers in other fields.

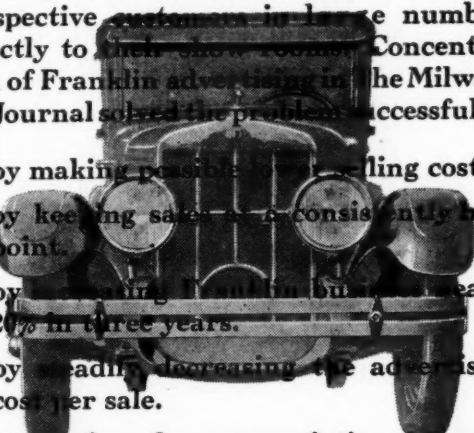
The moral is: "A big name doesn't necessarily make a good copy-writer. If you're going after the big name make sure that the man who owns it knows something about the product."

If you can dig up a well-known writer who knows your product as Cobb knows tobacco, and who will write with the same sincerity and effectiveness, the result will probably be a truly interesting series of advertisements.

Milwaukee—First City in Diversity of Industry

Franklin Cuts Selling Costs

WHEN the Sanger-Williams Company, Milwaukee distributors of Franklin cars, discontinued their outside sales force in 1922, it became necessary to attract prospective customers in large numbers directly to their show room. Concentration of Franklin advertising in the Milwaukee Journal solved the problem successfully—

- 
- by making possible lower selling cost.
 - by keeping sales at a consistently high point.
 - by increasing Franklin business nearly 20% in three years.
 - by steadily decreasing the advertising cost per sale.
 - by cutting the appropriation formerly necessary when Franklin advertising effort was scattered in various papers.
 - by increasing net profits.

The Milwaukee Journal

FIRST—by Merit

Wisconsin — First State in Value of Dairy Products

Analyzing the morning Radio . . .

THE Herald and Examiner's lead is more than 2 to 1 over the second morning newspaper in volume of Local Radio Advertising for the eighteen months from January 1924, to July 1, 1925, as shown by the records of the Advertising Record Company . . . an independent audit bureau.

**LINEAGE**

Agate Lines

Herald and Examiner, 225,799**Second Morning Newspaper . . 105,740**

Chicago Herald

NEW YORK: 1834 Broadway

ing newspaper field for **Advertisers**

PRUDENT buyers of advertising do not hesitate to name the National Radio Weekly ... the Radio Section of the Sunday Chicago Herald and Examiner ... for dominant lineage in the Chicago territory.

This Section ... in tabloid form ... blankets the richest radio market in America. It is "The Radio Magazine with the Greatest Circulation in the World" ... net paid circulation, 1,120,294.*

** Sworn statement to the Government
for 6 months ending March 31, 1925.*

and Examiner

SAN FRANCISCO: Monadnock Bldg.

SINGING YOUTH

The joy of youth and beauty—freedom and adventure—are reflected in many radiant features published in The Chicago Daily News.

The rising generation of Chicago and its suburbs reads The Daily News for such features, as older readers read it for the features that appeal to them, in full confidence that they will find what is most pleasing and profitable to their individual tastes and needs.

The strength of The Daily News is in its popularity in Chicago homes. This is due largely to its all round reader interest—it has the best possible features for every member of the family.

The Daily News has been aptly called "the department store of Chicago newspapers"—because it closely approximates department store service to its readers—in the charm and variety of its news and editorial features, and the comprehensiveness of its advertising. Its "shop news" is the most complete in Chicago, rendering a most valuable service to the buyers of Chicago, young and old alike.

The responsiveness of Daily News readers to advertising is shown by the fact that The Daily News publishes a greater volume of display advertising than any other Chicago daily newspaper.

THE CHICAGO DAILY NEWS

First in Chicago

Note—Report for July.

TOTAL DISPLAY ADVERTISING LINEAGE:

The Chicago Daily News	1,010,748 lines
The next Chicago daily paper	919,296 "

Brevity—What For?

Brevity May Be the Soul of Wit, But—

By Arthur H. Little

HOW long ought a piece of copy to be?

The question persists in persisting. Whenever copy men sit around and talk shop, or when the agency men foregather with the client and sit in solemn conclave on The Campaign, the question is almost certain to arise. And you hear approximately as many opinions as there are voices present.

Mostly, however, you'll find them leaning, at least academically, to brevity. "Make it short," they say, "short and snappy. Just skim the high spots. If you're gonna get attention at all, you gotta speak your piece in a hurry."

Very likely, too, one of them will remind the assembly that he used to be a newspaper reporter. You know the type—an ex-newspaperman, by gosh! And he's never recovered. Imaginative, impractical, belligerently opinionated well informed on only one subject, and that the technique of the editorial department of a newspaper, but ready and eager to settle every argument and dispose of every issue by revealing just how the matter sizes up to a mind trained in the city room. I know the breed. I know it from having studied a specimen exceedingly close at hand—myself.

"Yeh," speaks up this oracle, "I spent six years under a blame good city editor—best city editor West of New York—learning the value of brevity. 'Billy,' he used to say to me, 'Billy, the story of creation is told in Genesis in less'n a hundred words. Take a tip from that.'"

Whereat, most of the men in the circle, secretly doubtful whether the Biblical chronicle of creation actually clips off at less than a hundred words or strines out to a thousand, nod their heads, sagely, and say: "That's right."

On behalf of brevity there is much to be said. But it all has

been said, many times, and in full. I've heard about that creation story in Genesis, heard about it so often and at such length, that I'm satisfied and more; I'm rebellious.

Look, say the breviteers, look at Genesis! All right, say I, look at it. And look at its effect upon mankind! Half the world, accepting that story on faith, locked hip and thigh with the other half because the other half refuses to believe the story at all—and all because that ancient author, so penurious of words, left so much to the imagination! Mindful of the bellicose consequences of his work, can you say that he has made a sale? Surveying the worldwide field of theological strife, peering through the dust of battle to follow the fortunes of the grim antagonists, can you really credit him with having put his story over?

HERE IS THE REAL QUESTION

Brevity—what for? That, it seems to me, is the real question. What is the advertising purpose? To catch attention? To keep embedded in the public consciousness an old name or an old product? Or to launch a name or a product that is brand new and convey a selling story hitherto untold?

I know of a certain national advertiser who, at this very moment, is trying to find some rule or law or general principle by which to gauge copy length. He believes he has stumbled on a discovery—that the modern trend is toward terseness; and he wants to know why. If he sends out a questionnaire, I can predict, I believe, what the composite answer will be. It will centre, very simply and very logically, around that matter of purpose. But let's examine the evidence upon which this advertiser bases his half-formed conclusion. Let's look about a bit.

Here's brevity! The headline

reads: "Chocolate Treasure in Pleasure Island."

And the copy—

Whitman's Pleasure Island. Throw back the lid of this colorful and romantic package of chocolates. Delve deep in its booty of tropic treasures—trays and money bags loaded with sweetness—original and charming expressions of the quality so liked in chocolates—Whitman's.

A full-page advertisement that; and, with headline and all, it beats the brevity of Genesis by something like fifty-three words. Attention? Yes, the advertisement catches the eye. Interest? Yes, it holds the mind. But its eye-catching quality and its interest seem to be augmented to a certain extent by the illustration—a brilliant, four-color action picture of two beturbaned, swashbuckling treasure hunters, acrobatically busy at the fascinating job of detreasuring a treasure chest.

Let's turn the pages and hunt another specimen. Here's one even shorter:

Dodge Brothers Touring Car

Those who have driven the touring car longest are its most enthusiastic admirers.

They know by experience that with reasonable care it will serve the owner faithfully for many years.

Headline and all, thirty-four words! What fills the rest of the page? A picture of a benign traffic officer, arms outstretched, in the centre of a street, grandly halting traffic to permit the safe crossing of a snub-nosed little girl, who, with the air of a queen, is conveying a woolly puppy-dog, a tiny go-cart and an even tinier doll.

Four or five pages farther on we find another:

**Time to Retire
Get a Fisk**

Six words! The picture? An anxious caddie, his back to the reader, peering around the end of a signboard; and behind the board, as evidenced by twin gleams of checkered socks below and an upraised mashie above, a frantic golfer, completely surrounded by flying divots.

Brevity? Yes, you'll find it.

Without hunting too long or too laboriously, as we've just seen, you'll find brevity as short as six words of copy. Indeed, you'll find it even shorter: "Eventually, why not now?" And turn to the posters and you'll see: "Performance—Dodge Brothers."

But brevity, what for? Is Whitman a new name? Is Dodge, or Fisk, or Washburn-Crosby? Or is each of these an old name and one that, for its selling effect, needs but to be kept in sight? Is there something new and hitherto untold in the Whitman selling story? Or in the story of Dodge, or Fisk, or Washburn-Crosby? Or is the story of each of these already universally known?

Short copy, or long? The answer lies, perhaps, in that other question of purpose. Let's look about a little more.

Here's a two-page spread. The seven-league headline reads like this: "If the Cylinders of Your Car Were Made of Glass, What Would You See?"

There are eight illustrations, each one held down, almost, to the dimensions of a thumbnail sketch. And the rest is copy—960 words!

All right; turn over. Here's another spread. On the left-hand page is nothing but illustration and a heading—four photographs of models of an automobile and above them a big, hand-lettered line reading: "The New Chrysler Four." At the top of the right-hand page is the second section of the heading: "Walter P. Chrysler Tells About It." And the rest is copy, most of it set in eight-point type. How many words? Eleven hundred!

What's the reason? The first of our two examples of brevity-be-dashed is a treatise by the Swan Carburetor Company on the subject of the Swan System. What is the Swan System? What would it do to the motor of my car that my present carburetor—whatever make it is—doesn't do? If, as the headline hypothesizes, the cylinders of my car actually were made of glass, what should I see? I wanted to know; and so, to find out, I read the copy. I consulted

the little illustrations. I followed text and picture as interestedly as if I were reading an article in a scientific publication. I was learning something. And if the author of that advertisement, mindful of that much-vaunted example in Genesis, had tried to put me off with a few sparsely-worded generalities, I'd have cursed him for a snob or a dolt.

And Chrysler—I knew his name, his connection and his reputation for achievement. I'd seen his cars, in moments of relaxed vigilance on my part, try to pass me on the road—and almost succeed. I'd learned from observation that when Chrysler builds an automobile, or when he writes an advertisement about one, he doesn't fool. He gets there! When he undertakes to tell the world a motor car's story, he tells it. What the world wants to know is: How much power? How much speed? Does she hug the road? How does she steer—like a bicycle, or like a barge? Does she vibrate? Does she eat up gas and oil? And—oh yes—how does she ride? And Chrysler, mindful of the interest of the public and of the opportunity that that interest presents to him, takes his pen in hand and writes out, in detail, whether she does or doesn't, and why or why not. Did I read his 1,100 words? I did. And so, I venture to say, did some thousand of others.

Brevity, easily enough, may be the soul of wit. But it isn't the soul of an advertisement that essays to cover a half dozen or so specific points—some of them highly competitive—and to convey a message that will interest, convince and persuade to action.

Nor is it the soul of an advertisement that, for one reason or another, undertakes to create a somewhat complicated or somewhat elaborate atmosphere. Creating an atmosphere is like building a house of bricks. The bricks are ideas; and unless you can bring a sufficient number of them to lay them, one atop the other, and thus erect the structure of your creation, you'll build not at all.

Not long ago I was drafted,

along with a half dozen other men, to write the copy for a fund-raising campaign for a big Y. M. C. A. The chairman of the copy committee assigned me a sheaf of subjects—copy angles.

"They're all good," he said, "but this one in particular, I think, you'll find interesting."

He pointed to a topic that read: "Consider the Old Town Pump."

"What's the story?" I asked.

"Why," said he, "it's contrast. You know—the old against the new. A generation ago the town pump was adequate. Today, the city has grown so big that it must get its water from a steam water works. But the old 'Y' still stands, outgrown and overloaded and unaided. See? Paint a picture of conditions as they used to be, and then bring 'em down to date. 'S a good chance for description."

"Sure," said I. "But how about the illustration? What's it to be like? How big is it to be? How much room will there be for copy?"

"It's like this," he explained. "The time is so short that we'll have to shoot copy and art through the works at the same time. When the copy's ready, the art will be ready, too; but so far there aren't even any sketches. As to length, write as much as you like; and then, if it's necessary, we can trim. How's that?"

"Well," said I, doubtfully, "looks like it'll have to be all right."

Then, the old imagination beginning to stir, I voiced a request:

"You might suggest to the artist that, over the old town pump, I'd like to have an elm tree."

"Sure," said he. "You'll get your tree."

Well, I wrote the copy. The opening paragraph read like this:

Remember the old town pump? With one elbow languidly akimbo, it stood at an end of the mossy water-trough and leaned a little toward the ancient elm whose dusky shape ballooned overhead—leaned a little and listened to the old tree's whispered gossiping of the doings of the town.

With that as a starter I set my scene—the village. Then I traced

the community's growth. I pictured the coming of the water works and the abandonment of the pump. And finally, I rounded out the analogy, pointed the moral and applied it.

I turned in my copy. At about the same time the artist turned in his art. Then someone sized up the two, figured a minute—and trimmed.

The result was surprising. My opening paragraph stood intact. But thenceforth the copy read—to me, at least—like something I'd heard in a dream. Here and there a familiar phrase, and then here and there a queer and alien transition; it was mine, and yet it wasn't; it made sense, and yet it didn't. And the atmosphere, the illusion? One blast of brevity and the image I had reared had been blown to smithereens.

A friend of mine surveyed that advertisement with critical eye.

"Well," he said, "the picture is artistic—darned good piece of drawing. But where is the connection between the old town pump and the Y. M. C. A.?"

Knox Motors Account to Dorrance, Sullivan

The Knox Motor Associates, Springfield, Mass., have appointed the New York office of Dorrance, Sullivan & Company, advertising agency, to direct the advertising of the new Knox spray meter equipment for heating houses with fuel oil.

Newspaper advertising will appear in localities as fast as distribution is arranged. Business papers also will be used for advertising a spray meter designed for tractors and motor boats.

H. B. Fenn to Join "The American Architect"

Harris B. Fenn has resigned as an account executive with The H. K. McCann Company, with which he had been associated for the last six years. He will join *The American Architect*, New York, on September 1, as Eastern advertising representative. At one time Mr. Fenn was with the advertising department of the New York Telephone Company.

Aluminum Company of America Appoints Dyer

The Aluminum Company of America, Pittsburgh, has appointed The George L. Dyer Company, New York, to direct the advertising of Aluminum paint.

Timken Takes Over Socony Arrow Oil Burner

The Timken-Detroit Axle Company has signed a contract with the Socony Burner Corporation, a subsidiary of the Standard Oil Company of New York, by which it gets the exclusive manufacturing and sales rights for the Arrow Oil Burner in all of the continental United States outside of New York and the New England States.

The Timken-Detroit Axle Company will immediately form a subsidiary company, to be called the Timken-Detroit Company, which will market the device under the name of the "Timken Arrow Oil Burner." For the next few months the sale of the burners will be confined to Detroit and vicinity.

This new development of the Timken-Detroit Axle Company follows its action last year in voluntarily giving up a large volume of low-profit business for the cheaper cars, and confining its axle business to trucks, busses, and a few of the more expensive cars. By manufacturing the Arrow oil burner, Timken expects to add considerably to its volume of business and use its plant facilities to fuller advantage.

The advertising of the Timken Arrow Oil Burner will be handled through Henri, Hurst and McDonald, Chicago advertising agency.

George Batten Appoints H. B. Payne

The George Batten Company, New York advertising agency, has appointed H. B. Payne to the staff of its Chicago office. He was formerly head of the sales department of The Glen Buck Company, Inc., Chicago advertising agency. Previous to that he was with the Curtis Publishing Company.

Enameled Ware Account for Barton, Durstine & Osborn

The Republic Stamping & Enameling Company, Canton, Ohio, manufacturer of "Old English" white and gray enameled ware, has appointed Barton, Durstine & Osborn, Inc., New York, as advertising counsel.

"Fighting Romances," New Macfadden Magazine

Fighting Romances is the name of a new magazine which will be published by Macfadden Publications, Inc., New York. It will start publication with a November issue. A. Henry Young will be advertising manager.

Appointed Eastern Manager of Associated Farm Papers

C. H. Giddings, who has been with the Chicago office of the Associated Farm Papers for the last six years, has been transferred to New York where he will have charge of the Eastern office.

What Collier's Magazine Says about

Philadelphia

THE average wage-worker in Philadelphia is better off than he would be in any other large city anywhere. So says the British Minister of Labor, after prying into pay envelopes and the cost of living all over the world. Wages may run higher in New York or Chicago; but so do rents, food, clothing, and other necessities. The criterion is what is called the real wage—that is, the amount of things you can buy with what you earn.

On this basis, Philadelphia's wages are more than twice as high as London's, three times those of Paris, four times those of Brussels, seven times those of Lisbon, Portugal, and so on.

The basic reason, of course, is that America as a whole offers its workers more work to do, gives them more machinery, power and materials and pays them better than other countries. As to why the money goes farther in Philadelphia than in other American cities, we have no easy explanation.

The Quaker virtue of modesty persists in that quiet metropolis, which has never boasted or boosted. Yet in making itself a fit place to live in it seems to be doing a pretty good job.

Reprinted from "Collier's Weekly" of August 8, 1925.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



526,796 Copies a day

Net paid average circulation for six months ending March 31, 1925.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
 Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
 Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
 San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
 Kansas City, Mo.—C. J. Edelmenn, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

What proves **SELLING POWER?**

TIME is the only tester of advertising values. The transient records of a day or a week or a month mean little. Only the records of years reflect accurately the opinion of advertisers in their choice of medium.

For more than ten years, year after year, the Evening Journal has published more advertising than any other New York evening paper.

For the seven months of 1925 it continues as usual to lead every New York evening paper in total advertising volume and in practically every important classification.

FIRST

**TOTAL SPACE
LOCAL DISPLAY
DEPARTMENT STORES
WOMEN'S WEAR
MEN'S WEAR
FURNITURE
MUSICAL INSTRUMENTS
SHOES
FOODS
TOBACCO
AMUSEMENTS
DRUGGIST PREPARATIONS**

NEW YORK EVENING JOURNAL

Largest evening circulation in America—and at 3c a copy

LOCAL DISPLAY

represents the advertising of New York merchants who *know* New York papers *intimately*. It is the consensus of their opinion as to the relative selling power of New York evening papers.

Here is how these merchants, during the seven months of 1925, bought over a **MILLION** lines more in the Evening Journal than in the second paper.

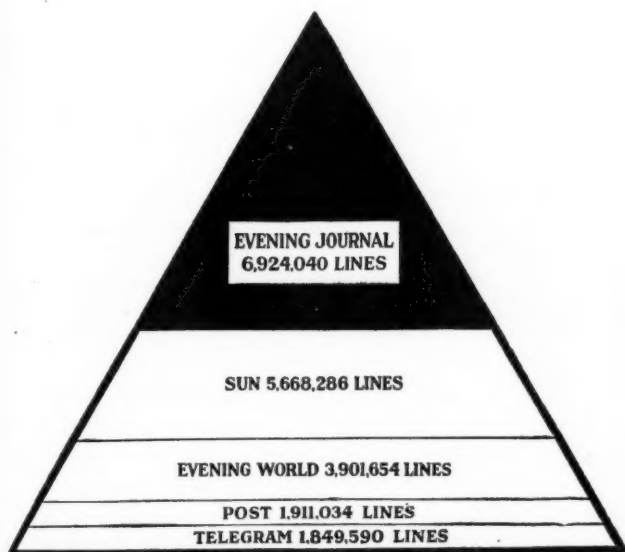


Chart Based on Evening Post Statistical Records

EVENING JOURNAL

a copy double the circulation of any other New York evening paper.

RADIO

Oklahoma is 87% virgin territory for the Radio Manufacturer

Despite Oklahoma's isolation from the big amusement centers, the absence of local broadcasting stations and the ease with which coast to coast radio reception is possible with cheaper sets, Oklahoma is today practically an uncultivated radio field.

A survey recently completed shows that only 13% of Oklahoma families are radio owners, leaving a potential market of 87% or 450,000 families.

The fall and winter of 1925-26 will be big radio months in Oklahoma. Dealers already are feeling increased activity.

The Daily Oklahoman and Oklahoma City Times are making preparations to assist radio manufacturers who desire their share of Oklahoma's radio business.

Unusual Cooperation

Our Merchandising Department is prepared to render the following service to radio advertisers:

- 1.—Jobbing and dealer connections are made.
- 2.—Portfolios showing the manufacturers advertising copy will be merchandised to the jobbers and dealers.
- 3.—Tie-up advertising will be solicited from dealers.
- 4.—Our radio editor will be glad to use radio publicity of news value.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Oklahoma City

Represented by **E. KATZ SPECIAL ADVERTISING AGENCY**
New York Chicago Kansas City Atlanta San Francisco

Christian and Fanciful Surnames as Trade-Marks

Although Widely Used, the Possibilities of Their Effective Use Have Not Been Exhausted

*Washington Bureau
of PRINTERS' INK*

THAT the trade-mark law prohibits the registration of mere surnames by the Patent Office, unless they have acquired a secondary significance, is well known. But the trade-mark use of Christian names and, under certain conditions, fanciful surnames, is quite a different matter, and the accepted practice regarding their registration offers some interesting and valuable suggestions.

Ever since the establishment of the trade-mark division, the registration of Christian names has been exceedingly popular. It is now almost impossible to think of a name of the kind, even among those infrequently heard, that is not registered as a trade-mark for some kind of merchandise.

For example, take the girl's name "Polly." With or without the application of a picture of a parrot, it is registered as a trade-mark for crackers, cane sugar, canned fruits, groceries, a miner's lamp, a clothes rack, wrenches, stationery, flavoring extracts, sardines, shoes, brooms, tea, toilet preparations and other products. "Peggy" has been registered almost as frequently, and such names as Mary, Anne and Marguerite seem to be just as popular for trade-mark purposes.

"John" is a frequently registered man's name, and it furnishes an excellent example of how Christian names are used in combination with other words. Alone, it is applied as a trade-mark to preserved strawberries and other products, and some typical combinations are "Father John's," "John D." (for oil burners, wheat flour and hair restorer), "Big John" (for shirts), "Dutch John," "Honest John" and the like.

Sometimes, the use of Christian names as trade-marks has a distinct selling value. About three

years ago, a prominent lead pencil manufacturer attempted to take advantage of this fact, and filed applications for registration on scores of popular names of boys and girls. It was claimed that the names, when stamped on pencils, served not only as a means of identifying the source of manufacture, but also stimulated the sale of the goods, especially during the holiday season.

The wholesale applications of this manufacturer were opposed on the ground that other makers had stamped their pencils in similar manner for several years. The Patent Office refused registration, since the law provides that any name or device in common use in an industry cannot be appropriated exclusively through registration as a trade-mark. But in many other lines that are bought largely by children, inquiry has shown that manufacturers have failed to take advantage of the possible selling influence in the child's usual desire to see his name in print.

WHY "BURTON" IS UNREGISTRABLE

In selecting names and combinations of words containing them for trade-mark purposes, care must be taken to assure registration by selecting those which are not used as both Christian and family names. For instance, "Williams" is a name which, while it is sometimes used as a first name, is generally considered a surname, and its more common use prevents its registration as a trade-mark. "Burton" is another example, and there are many more that are not registrable for the same reason.

During the last year or two, the Patent Office rulings in this regard have become more stringent. "Oh Henry!" is now familiar as a trade-mark for a candy specialty, and was registered several years ago. It is also registered as a mark for non-alcoholic beverages,

and, in the form of "O. Henry!" with a fanciful design, for coffee. But according to recent rulings of the Patent Office, it is doubtful that registration of the first two marks would be allowed at the present time, or that of the third without a disclaimer of the name. The reason for this is that the name Henry, is not uncommonly used as a surname.

In fact, within the last six months, the authorities of the Patent Office have issued a mandate that no name of an individual, no matter how distinctively displayed it may be, is subject to registration without a disclaimer of the name itself. Of course, this ruling does not consider Christian names as designating individuals; but whether the mandate is in accordance with the act of 1905 is a question that does not appear to be finally answered.

While the United States Supreme Court has unquestionably given the Patent Office the right to disclaim certain parts and details of trade-marks, the matter of disclaiming surnames has come up long after the law was passed, and just how the court would consider the application of its former opinion to the disclaiming of surnames is still open to question. The Act of 1905 provides that no mark which consists merely of the name of an individual, firm, corporation, or association, not written, printed, impressed, or woven in some particular or distinctive manner, or in association with a portrait of an individual, and so on, shall be registered under the terms of the act. This provision surely indicates that when an individual name is used in the ways mentioned, the intention of the law was to consider the name a part of the entire mark.

The application of this provision of the law has resulted in some interesting cases. For instance, the one-time celebrated trade-mark, "Phoebe Snow," was at first refused registration. The ground for the refusal of the Patent Office was that Snow is a recognized surname. Then, it was placed on record that the mark is a fanciful

name applied to a fictitious person, and that it had been variously associated with a portrait of a girl. Under this claim, registration of the entire design was allowed, and the name was not disclaimed because, during the use of the mark as a whole, it had acquired a secondary significance.

Several significant cases illustrate the acceptance of the Patent Office of entirely fanciful names as trade-marks. For instance, "Baron Bean" is registered as a trade-mark for a newspaper comic strip. Although Bean is sometimes used as a surname, it is not at all common, and the combination, "Baron Bean," is considered by the office as entirely fanciful, hence subject to registration. "Vera von Wissen" is another registered mark that is considered to be well within the fanciful classification by the Patent Office.

"LOTTA WARE" IS ACCEPTED

The experience of the owner of "Lotta Ware," a trade-mark for ladies' garments, serves to illustrate how a fanciful or individual factor may be responsible for the registration of a mark that is otherwise unregistrable because it incorporates a surname. "Lotta Ware" was refused registration. Then, the application was amended to include a statement that the mark was written by an identified individual, Nellie M. Jewett, and registration was allowed.

The reason for this amended decision was that the mark had become a distinctive display, on the ground that the handwriting of an individual is just as much a part or expression of his personality as his portrait. Undoubtedly, the decision in this case was governed by the fact that the law makes specific reference to names used in connection with portraits.

Obviously, a great many applications for the registration of names as trade-marks are made on the supposition that they are registrable because they do not incorporate the surnames of any known living individuals. Very likely the application for the registration of "Hope Hampton" was made on

There's a vast difference • • • • • between readers

The infinite variety of nature permits not even two blades of grass to be alike. Much less two human beings. When buying space you want to know how many readers you have—and what kind of readers they are.

• • • • •

THE quantity of circulation is as concrete and definite as the rate you pay for the space. In The Indianapolis News you get the largest circulation in Indianapolis and Indiana. There is no question about the quantity.

You may judge the *quality* equally as definitely by these facts. The News has the smallest street sale of any Indianapolis newspaper. It has the largest *home-delivered* circulation—more than both other daily papers combined. In the home is where advertising accomplishes most. In the heart of the family circle, in the evening, when the family group is assembled to read and to talk—could there possibly be a better time to start a discussion of your product?

The Indianapolis News goes home. There it creates wants and desires that flower into sales the next day. The News is of, by and for the home. That is why it carried more advertising last year than all other Indianapolis newspapers combined. And the year before.



Kuhn's cartoons, humorous, trenchant, always interesting, are one more reason why The Indianapolis News is Indiana's favored and favorite newspaper and most productive advertising medium.

The INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager

Dan A. Carroll
110 East 42nd Street, NEW YORK

J. E. Lutz
The Tower Building, CHICAGO

this basis; for in refusing it, the patent office authorities specifically pointed out that it does not matter whether an individual exists bearing the full name applied for, if the mark incorporates a known and recognized surname.

"Peggy Paige" was refused registration for the same reason. The decision explains that the mark differs widely from "Baron Bean," "Lotta Ware," "Phoebe Snow," and "Vera von Wissen." It is not entirely fanciful as is "Baron Bean," since, as the office pointed out, "Paige is a common, well-known surname, and Peggy is a common first name"; hence, there is nothing fanciful in combining them. The mark, as applied for, did not present "Peggy Paige" in the handwriting of an identified individual, similar to that of "Lotta Ware," and the mark had not been used in connection with a portrait, as had "Phoebe Snow," nor was the claim made or sustained that it had acquired a secondary significance in actual use as a trade-mark.

Growing Line of Products Leads to Change of Name

E. P. Beaumont, Inc., is the name of a new company which has been incorporated at Buffalo, N. Y., to succeed and take over the business of the Tie-Art Company, Inc. This change of name has been found desirable because of the growth of the company's merchandising activities. The former name referred only to a specific article and, since women's and children's merchandise has been added to the company's line, it was felt that the name, Tie-Art Company, limited rather than fully expressed the scope of its business.

Heater Account for Ketchum, MacLeod and Grove

The Lawson Manufacturing Company, Pittsburgh, maker of heaters and valves, has appointed Ketchum, MacLeod and Grove, Inc., advertising agency, also of Pittsburgh, to direct its advertising. National newspaper and direct-mail campaigns are being prepared.

Louis K. Liggett Sales Gain

The Louis K. Liggett Company reports sales at its 304 drug stores of \$3,473,138 for July. This is an increase of \$397,950 over a year ago.

Organize Subsidiary to Take Over Foreign Trade Papers

The Business Publishers International Corporation has been formed at New York to publish specialized business magazines in the fields of overseas trade and industry. It is controlled jointly by the McGraw-Hill Company, Inc., and the United Publishers Corporation. As the nucleus of its activities, the new company has taken over the three international magazines of its parent companies. These are *Ingenieria Internacional*, *The American Automobile* (Overseas Edition) and *El Automovil Americano*, which will be continued without change in their general policies.

The new company will maintain editorial and business representatives in important commercial centres abroad and will act as an international publishing unit of the McGraw-Hill and United companies.

The president of the Business Publishers International Corporation is Mason Britton, vice-president of McGraw-Hill. John Abbink, former business manager of *Ingenieria Internacional*, is vice-president and general manager, and J. L. Gilbert is vice-president and secretary. Mr. Gilbert was business manager of the two automobile magazines. C. A. Musselman, president of the Chilton Class Journal Company, is treasurer.

Directors, in addition to the officers, are Charles G. Phillips, president of the United Publishers Corporation; Malcolm Muir, vice-president, McGraw-Hill Company; Philip S. Smith and George E. Quisenberry. Mr. Smith is editor of *Ingenieria Internacional* and Mr. Quisenberry is editor of *El Automovil Americano* and *The American Automobile* (Overseas Edition).

E. B. Loveland to Join Standard Oil of New Jersey

Edwin B. Loveland, New York manager of The MacLean Publishing Company Ltd., Toronto, has resigned. His resignation becomes effective about August 31 when he will join the advertising department, at New York, of the chemical products division of the Standard Oil Company of New Jersey, maker of Nujol, Flit and Mistol.

Marlboro Cigarette Account for Picard, Bradner & Brown

Phillip Morris & Company Ltd., Inc., New York, has appointed Picard, Bradner & Brown, Inc., New York advertising agency, to direct the advertising of Marlboro cigarettes.

Appoints Howland and Howland

The Saratoga Springs, N. Y., Saratogian has appointed Howland and Howland, publishers' representatives, New York, as its advertising representatives.

WHAT is meant by *quality in circulation*?

Taste to appreciate the finer things of life and means to buy them.

What does the advertiser get when he buys quality circulation?

A group of people selected for their taste to appreciate and means to buy—weeded of those with either poor taste or poor purse . . . Plus the influence of these leaders on their many followers . . . Plus their influence on the trade which serves them.

How can the advertiser tell when he has quality circulation?

By comparison of subscription galleys with exclusive club lists, directories of directors, store charge customer lists, social registers, society pages in newspapers, prospect files of leading motor car makers, income tax lists, etc.

Without such careful comparison, how can the advertiser determine in advance what publications can give him quality circulation?

Price of publication is one indication; mechanical excellence is another; quality of editorial content is a strong indication; publisher's willingness to show subscription galleys in any town requested is a strong indication; common-sense is the best guide of all.

Is quality circulation worth more per page per thousand than r.m.-of-mill?

Yes, always, to the advertiser of a quality product designed for quality people. Yes, always, to the advertiser of a quality product designed for both mass and class. No, to the advertiser of a second-rate product designed for the masses.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

Covering the City



Cincinnati is one of the few great cities in the United States in which one daily newspaper gives complete advertising coverage.

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

the Cincinnati Market

The Times-Star circulation in Cincinnati and suburbs gives to advertisers what is technically known as "blanket coverage."

In non-technical language this means that at least one copy of the Times-Star goes to practically every native white family in Cincinnati every business day of every week.

It means that every member of every family in this community who is able to read English can know each evening what the leading merchants, manufacturers, banks and brokers will be offering for sale the following day and at what prices.

No other publication can give the advertiser complete daily contact with this audience.

No other publication can give the reader daily shopping news with such completeness.

The Times-Star reaches, every afternoon, 31,000 more homes and carries almost twice as much display advertising as the second evening paper.

The Times-Star goes daily into 30,000 more Cincinnati homes than both morning newspapers combined and carries 87.5% more advertising than both of them together.

THE TIMES-STAR

Member of Audit Bureau of Circulations

They can't
read **IT**
if they
don't
see **IT**

facts!

They won't buy your
product if they don't
have money. The
100,000 *buying families*
of Central Indiana read
the daily Star.

The
INDIANAPOLIS
★ *Star*

"Ask Your Dealer"—And We Did

What Happens When This Advice Is Followed Rigidly

By A. L. Townsend

DOES the advertiser take a great deal for granted when he advises the consumer, indiscriminately, and with bold assurance, to "Ask the dealer" regarding his product?

This is a common advertising practice. In the majority of campaigns, there is a little paragraph tucked away somewhere which invites the reader, if he has any doubts concerning this or that, to put the question to someone in local authority. "Ask your dealer" is a set phrase, wholly standardized. Its only variation is: "Ask your doctor," or "Ask your dentist."

Recently, I decided to put the plan to a rather severe test. I selected a dozen different advertisements and did exactly as I was told. The experiment was interesting, to say the least.

A periodical page for a dentifrice said: "Ask your dentist; he'll tell you the value of this treatment."

My dentist, whom I have known for years, heard my question patiently and then delivered a lecture on believing too much of what I read. There were a great many exaggerations and untruths going the rounds concerning teeth, he said. Tooth paste? Well, there was not much difference. Some were supposed to do this or that. It was the mere matter of actually cleaning the teeth three times a day that counted.

A certain fruit juice beverage advertisement quite earnestly said: "Ask your doctor if it is not true that the above is fact." The text had declared that the human system demanded just such active tonic forces as were to be found in the product.

But my home physician was not so sure. He declared that no definite and all-inclusive statement of that sort could be made. Different people required different things as to diet. What was good for one

might be sheer poison to another. In my own case, it was his firm belief that the beverage in question was not good for me; it contained too much acid.

The above advertisement was a most attractive page in colors. It possessed every necessary modern advertising ingredient of importance, but it left a loophole for doubt. It even paved the way for future trouble and the loss of a sale. This advertisement asked me to ask the doctor and the doctor was unwilling to abide by these regulations. He had conclusions of his own. He did not agree with the advertiser and was very frank to say so.

It would appear that dentists and doctors are not partial to having their opinions made up for them, in advance, and tied into neat parcels for delivery. Every time some bland and preordained statement in an advertising layout is called to the attention of these professional men, their hair begins to rise. Just why the advertiser should assume that physicians will, at a moment's notice, place their okeh upon any one of a thousand convenient doctrines is not quite clear at the moment.

It is recalled that a page for a linoleum floor covering carried this reassuring bit of advice: "Ask your dealer and he will at once tell you that these rugs are practically indestructible and better than all other similar products in the field."

BUT THE DEALER DIDN'T

The dealer, when approached on the subject, was emphatic. Linoleum rugs were linoleum rugs. One was about as good as another provided the manufacturer was reliable. But the patterns would wear blurry, whatever any advertiser might say. Why attempt to insist that anything was indestructible?

He could not and would not put

himself down as claiming that the rug in question was the ruler of the roost. It would not be literally true. One might as well claim that a certain June day was better than all the other days in June. The manufacture of linoleum rugs had been got down to a science. True, there were cheaper grades, but the consumer could find any number of splendid lines, one about as dependable as the other.

ANOTHER CAMPAIGN FALLS DOWN

In much the same manner, an interview with an electrical shop dealer was disillusioning. The advertisement was for an electric grill. It did not mince words. It said: "We invite you to ask any dealer about this grill. He will instantly assure you that it is the very best manufactured and that it lives up to every word of the guarantee tag which is attached to it."

I stopped in at a shop on Main Street, in my home town, to see what would happen. I asked the proprietor the question precisely as it was put in the advertisement.

He said:

"No, I wouldn't go so far as to make any statement of that kind. The development of these electrical appliances has been slow. They are improving and perfecting them all the time, but you can't expect too much. They are neat, handy and desirable. If I told you, for example, that you could make waffles at the breakfast table as easily and as well as they could be made in the old way, and if you had trouble, then you would lose confidence in me.

"I think you will like the grill. The manufacturer is one of the best, but lots of things happen to electrical goods, especially if people are too impatient with them."

Here was an honest dealer. He would not go as far as the advertiser would have him do, merely to make a sale.

What must be the quiet reflection of the reader of the advertisement when such things occur? Is it wise to assume that every dealer is a selling agent for the concern, cheerfully willing to "go

the limit" in the matter of complimentary statements and recommendations?

I asked my friend, Jimmy Adams, who owns the largest and most prosperous grocery store in town, about a certain prepared breakfast cereal. This advertiser jauntily assures the housewife that, although other brands require a half-hour cooking, his is practically ready for eating after the water is boiling. Jimmy was by no means as settled in his mind on the subject as the advertising had intimidated.

"Ask the nearest grocer," it advised, "and he will tell you that this is a revolutionary idea. It is as good, or better, than the old-style oatmeal that required a half-hour of cooking over a hot range. We leave much of our story to him."

Well, Jimmy rubbed the flour from his hands on his white apron and cocked his head on one side as I put the query to him.

And Jimmy replied:

"Now, to be perfectly honest, nothing can quite take the place of the sort of oatmeal that our grandmothers made. It takes a little more time, naturally, but it's worth it. This new-fangled stuff is made, in part, at least, for lazy women.

"Not bad. Good idea for folks in that much of a hurry, and you can serve it in a few minutes, but as far as I am concerned, I like the good, old kind. You might try some and see what you think of it."

Surely, this was no glitteringly enthusiastic recommendation.

The advertiser must have assumed that grocers would do their best to boost a new article, backed by such generous publicity. Jimmy has an entire corner of his store filled with a number of advertised breakfast cereals and it is very doubtful if he has the time or the inclination to act as official booster for any one specific product.

"People ought to judge for themselves," is the way Jimmy puts it. "I can't go around recommending everything I have on my shelves. What might seem good to me would not suit the person who buys

THE NEWS OF HARPER'S BAZAR

AUGUST 27th, 1925

FINAL NOTICE OF THIS NEWS

*Copy Can Still Be Accepted for the
October HARPER'S BAZAR and
its Trade Supplement if it be Sent
Immediately!*



THE October *Harper's Bazar*, the Annual Fall Fashions Number, reaches the fashionable women of America when, upon their return from the country, they are ready to purchase their Fall and Winter wardrobes.

The Trade Supplement, published in conjunction with the October *Harper's Bazar* and reproducing its advertisements of merchandise, goes to buyers and executives in stores that cater to the inexhaustible needs of these fashionable women.

Harper's Bazar

2/- IN LONDON

50c

10fr IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

it. The customers should settle these points for themselves."

Don't you think Jimmy is right?

A haberdasher disillusions me somewhat concerning collars. I had been thoroughly sold by a certain advertising campaign on a certain collar.

"This advertisement," I remarked to him, "states that the soft collar mentioned is the one and original and no other will give the same wear. And it says to ask you and you will substantiate this point. What about it?"

"A very good collar; not a thing to say against it," was the reply, voiced with absolutely no hesitation. "But it is going a little too far to claim that there are no others just as good. I sell them all. Have to; my trade demands the assortment. But I could give you something else, and you would be just as happy."

Another dealer had not lived up to expected specifications.

An advertisement interested me in which it was stated that any real estate agent would at once recommend a house equipped with a certain heating plant. The message did not mince words:

"Any real estate man will tell you, if you ask him, that a house is worth many times more, as an investment, if there is a heating plant bearing this trade-mark, in its cellar. He knows."

I took a friend, who was looking for a small house, on one of those breezy expeditions with Mr. Real Estate Agent. The first house on the list did not boast the heating system in question. I took out the advertisement and displayed it. What did he have to say?

An exaggeration. Yes; the company was a good one, manufacturing a time-tested product, but it was manifestly unethical to make such a statement. There were other heating plants every bit as good and a few a little more modern and with more unique refinements.

In an instant, he had thrown a cloud of doubt around the advertiser's declaration!

"Your jeweler will attest to the fact that these chains do not

break," was another statement which excited my interest. Would my local jeweler really back up the advertisement?

No!

He said that the chains were excellent as to workmanship and of high quality, but nobody could guarantee or promise that a chain of this type would not break. People were careless. Anything might happen. If he sold the chain and, for some reason, it broke, he would be held responsible and faith in his integrity would be weakened. No; that would be stretching matters a little too far.

As I said at the beginning, "Ask your dealer" is a commonly used advertising phrase. I wonder whether advertisers should not be a little more careful in their use of it.

Campbell-Ewald Opens Cincinnati Office

The Campbell-Ewald Company, Detroit advertising agency, has opened an office at Cincinnati. Ralph S. Heaton is in charge. He was formerly manager of the Cincinnati office of MacManus, Incorporated, Detroit advertising agency. Donald Payne, representative in the Cincinnati territory for some time, will make the new office his headquarters. Harry G. Hall, zone traveler for Campbell-Ewald, will work from the Cincinnati office.

E. M. Sterling Made Vice-President of Dyer Agency

Edwin M. Sterling has been elected vice-president of The George L. Dyer Company, New York. He previously had been associated with the Dyer agency in this capacity, leaving to join Sterling-McMillan-Nash, Inc. Mr. Sterling returned to the Dyer agency January 1, 1925.

E. M. Pitts with Sun-Maid Raisin Growers Association

E. M. Pitts has been appointed manager of one of the advertising departments of the Sun-Maid Raisin Growers Association, Fresno, Calif. He was formerly merchandising manager of the Philadelphia *North American*.

David P. Livingston Advanced by Des Moines "Capital"

David P. Livingston has been appointed manager of the national advertising department of the Des Moines, Iowa, *Capital*.

WANTED—Information from electrical manufacturers in regard to their products and their western distributing outlets. This information is to be compiled and published as a service to manufacturers and buyers in the October 15th issue of *Journal of Electricity*, a McGraw-Hill publication devoted to the economic production and commercial application of electricity in the 11 western states. This list will be as complete as *you* make it. The utilities and electrical dealers of the great west look for this information as it is brought up to date each year in *Journal of Electricity*. They have not yet discarded the October 15th issue of last year in which your products and your distributors may and may not have been listed. Don't forget to send a complete list of your western distributors. These will be cross indexed as usual for the convenience of the western buyers. Incidentally electrical manufacturers find it decidedly good sales strategy to supplement this editorial listing with display advertising in the same issue, giving complete information about their line and their sales plan. Address *Journal of Electricity*, 883 Mission St., San Francisco, or any of the branch offices in New York, Chicago, St. Louis, Philadelphia and Cleveland.

P.S. It is doubly important that you catch this year's listing on account of the aggressive merchandising activity that is now taking place among the western utilities.

There are
four newspapers in
Rochester, N. Y. But you
can obtain full coverage of
this important market by using
two of them. Do you know
which two? A representa-
tive of this newspaper
sextette will give
you the facts.

"Facts first, then advertising."

That's good advice, always.

The advertiser who insists upon
having all available facts at his dis-
posal before buying space seldom

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

finds it necessary to make a "switch" in his schedule.

If you haven't ALL of the FACTS regarding the six newspapers in this group and the markets they represent, you will find it profitable to spend some time with a representative of this sextette. You will find him able to render intelligent, helpful service. He knows what he is talking about. And he will give you FACTS, not theories or conjectures.

EASTERN OFFICE	WESTERN OFFICE	NEW ENGLAND OFFICE
2 Columbus Circle	Hearst Building	5 Winthrop Square
New York	Chicago	Boston
R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (MILWAUKEE)

**Thousands of men who
know finance and mar-
kets turn first to the Kansas
City Journal, because of its
authoritative news.**

**The Journal-Post
GAINED
40%**

in local and national financial lineage in the
first 7 months of 1925 as compared with the
same period in 1924—local lineage gains
alone being 31%.

Some of the well-known expert staff contributors
to the Morning Journal's financial page:

STUART P. WEST, Wall Street's Financial Expert

GEORGE T. HUGHES, Bond Expert

WILLIAM F. HEFFERNAN, Curb Expert

J. C. ROYLE, Commodity Expert

R. L. BARNUM, Western Bond Expert

*Your advertising in the Journal will influence the men of
affairs in the rich "Heart of America."*

Kansas City Journal-Post

VERREE & CONKLIN, Inc.

New York

Chicago

Kansas City

Detroit

San Francisco

Is the Salesman Over Forty a "Has Been"?

Quite the Contrary—He May Prove a Valuable Addition to the Sales Force

By A. H. Deute

General Sales Manager, The Borden Company

ONE day, about five years ago, a man walked in and asked me for a job. He was about forty years old. It was plain that he had been a salesman for some years. My first impulse was to say there was no opening. He sensed the refusal that was on the way and interrupted with:

"I know what you're going to say—nothing open right now. And I know why you are going to say that. You feel that I am too old to start in with you. You feel that if, at forty, I am looking for a job, there must be something the matter with me. Now, let me tell my story. I came to this house to ask for a job because I believe that Borden's can give me just what I need and I can give Borden's just what you need."

And here, in brief, was his story:

From eighteen to twenty-five he had clerked in various grocery stores in his home town in Illinois. At twenty-five he had secured a job as a drummer. He got this job with a broker in a nearby big city. The broker wanted a crew of live young men to introduce a line of canned beans. This chap, just married, had seen the opportunity to get away from retail clerking. He got the job. He did quite well. He did so well, in fact, that when, after a few months, the principal decided to discontinue his specialty work and the crew was laid off, the broker had no difficulty in placing him with another house that needed a specialty man.

He had been with that broker ever since. He might be working steadily for six or seven months with some crew doing missionary work. Then, he might be out of a job for a month or two. But before long, the broker would

have a place for him again. He had always clung to that broker. He had always looked forward to one of these jobs being steady and leading to something better. It is true that he had increased his earnings from \$50 a month and expenses when he first started, to his present salary of \$175 and expenses. But it is also true that \$175 today is not relatively much better than \$50 twenty-five years ago.

And so his story wound up: "Right now I'm working. But I don't know how long this concern is going to be doing missionary work through its broker. The irony of it is that the quicker I clean up the cars they have sold the jobber, the sooner they will feel they have carried out their obligation and will figure they can call a halt to the missionary work."

"Now, you folks are working twelve months in the year. Your men tell me they have regular territories to work over and over. They can look forward to building a business in a territory of their own. I want that kind of a job. It is true I'm forty. But I have learned how to sell the retailer. Also, I have learned to appreciate what steady work with a reliable house means. I have fifteen to twenty good years ahead of me. I can bring you a good background of experience. And I can bring you steadiness and permanence."

YOUNGSTERS NOT ALWAYS BEST

"It is true you may prefer a youngster of twenty-eight or thirty. But that is because you figure he will be with you longer. Now, as a matter of fact, the chances are he won't. He is young enough to want to be changing about. You will do well

if ten men at thirty will average five years each with you. You can expect me to be with you three or four times as long as that—provided I make good. And I have a better chance of making good than many a youngster, because I know what I want and I know when I'm well set."

That last point scored with me. We put him to work. And he stuck. He has never led the sales force. But he has never been down in the ruck. He has been well up among the satisfactory men month in and month out. We can count on his performance.

That man gave me something to think about on the subject of getting and developing a sales force. Most of us are out for the youngsters—the bright, snappy chaps with the world ahead of them.

Theoretically, they are the men we want. But how many of them really stick? We lost one of these young men not a year ago. He came out of the army. He got a job with a soap concern. Then, he applied to us because he wanted to be in a smaller territory, where he could be home every week-end. That suited us. He did well for some four years. We felt he would develop into a good man. He was twenty-eight years old. A year ago, he came to me and told me that if he could not have a substantial increase he would take another job offered him. We tried to explain to him that if we gave him the increase for which he asked he would be a thoroughly over-paid young man, and that he ought to think of increasing his volume and thus increasing his pay in proportion. He left us and took on a job that was beyond his depth. He could not produce the volume of business to justify the money his new house was paying him. He was as much over-paid with them as he would have been with us. When they realized this they dropped him.

He did not want to apply for his old job, through a sense of false pride. He secured a job with another line, but at a salary

that corresponds with what we paid him. Probably, after he has made three or four more changes and comes to realize that every job has something the matter with it and that every boss has a mean day now and then and every house is looking for just a little more business than it is getting—this young man will come to appreciate a good job and will wind up with a reputable house and prove to be a fine salesman. The sales manager who gets him at, say, thirty-five, will pick up a wonder.

And that brought up this thought—why not go out and get a few of these men who have been through the mill?

HE FORGOT ABOUT EASY MONEY

We secured such a man about two years ago and he is the most reliable salesman in that section of the country. For some twenty years he had been shifting around from job to job. Most of the time, his wife had worked to help make ends meet. He was a better-than-average man. But it took him twenty years to find out that there is no "easy money" selling job. He came to realize that if he could get a steady job and stick with it, he would, at the end of ten years or twenty years, be much farther on. So he came to us. He has been at it ever since. We look for him to be right there in that same territory for many years to come. He combines vigor and good health and a willingness and ability to work with that mellowing process which twenty years of general experience have given him.

There was a time when I used to consider lightly the thing these men called experience. Even now I don't think much of the fact that they have had selling experience. But I do place importance on the fact that they have had experience in contact with other houses. After being knocked from pillar to post, they gain the experience which teaches them how to consider a house for which they are working. I recall two interesting experiences with college men.

The first is this: A young man

THE Evening American has had the largest circulation of any Chicago afternoon newspaper since June, 1921.

And it sells at a 50% higher price than its competitor.

Since a higher price always indicates a preferential, the Evening American **MUST** be a **GOOD** newspaper.

CHICAGO  AMERICAN

A good newspaper

*Largest Evening Paper Circulation
in Chicago and Third in America*

came to us direct from one of the big Eastern universities. He had done well there in subjects that fitted him especially for a business career. He showed great promise in the summer he worked for us, between his junior and senior years. We felt fortunate in getting him when he graduated.

For a year, we kept him in the home office and nursed him along. He was young enough to be able to take his time. Then, we started moving him around the country to gain a broader experience. We knew that if he would continue to study and work, that by the time he was thirty, he would be well placed with us.

Then, he developed a brain storm. Since he left us last year, he has obtained and dropped several other positions. He became discouraged because at twenty-three he was not an executive. He told me solemnly and sincerely that he considered himself a failure.

While we have lost him and the money we put into developing him, we have, we feel, balanced the account through securing another college man, this one a man of over thirty. He came to us a few months ago, apparently a finished product. He was trained at the expense of a half dozen manufacturers of nationally-advertised food lines. His history, some years ago, fits in with that of the youngster just referred to.

MUST LOSE WANDERLUST

This chap, after leaving college, worked along for several years. Then he was married and felt he had to make more money. He found another job for \$5 a week more. A year later, he changed again. He lost that job but got another. He ran the gamut of jobs and he was out of work when one of our district managers needed a man in a hurry, so he was taken on. He has been digging in ever since. We have hopes that he will be steady and permanent as well as prove able to build his volume in his own territory from year to year. If he has out-grown his

wandering tendencies, he should prove valuable to us and his job should prove valuable to him.

We feel rather guilty about cashing in on the investments of several other houses, but we soothe our conscience by thinking of the men we have put money into who have left us.

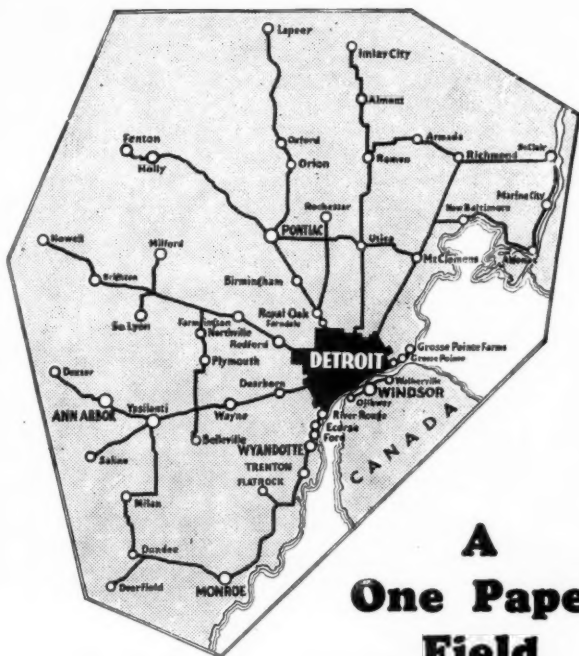
All this leads to a conclusion which seems logical: There is, in almost every house, a real need for good, steady, producing salesmen. They can't all be bosses. Many a good salesman is not cut out to be a good organizer or a good district manager.

Now, if we are agreed that the backbone of the sales department is not the small number of managers, but the rank and file of men who call on the trade and whose job it is to see that the group of retailers they call on are not only well stocked but taught how to sell the line—then we come to this:

Just what sort of men are best fitted for these jobs? It is not necessarily true that the men we select for these jobs must be snappy youngsters. This is not a plea for the employment of the failure or the man beyond the age where he can work efficiently. But haven't we been making a mistake in regarding the man of thirty-eight or forty or forty-two, as being too old? Haven't we failed to pick carefully from out of this group such men as would bring with them that understanding of what permanence and steadiness means?

I was talking the other day with a sales manager who admitted that he had a prejudice against hiring new men over thirty. He was looking for men who would be with him for many years.

But we went over his sales roll of that day and compared it with the one of a year ago and again with the one of a year before. We found that in a force which had averaged thirty men during all that time, there were only four men on the force to-day who had been there three years ago. Of the four, two had been on the force for four years, one for five



A One Paper Field

Few cities anywhere offer such an opportunity for the national advertiser as Detroit, for here is America's **FOURTH CITY** with employment greater than ever in its history, coverable with one newspaper—The Detroit News.

The national advertiser entering the Detroit field can at once eliminate useless duplication and be sure of reaching practically every home at one cost by employing the one medium which no Detroit family will do without.

While another newspaper may be bought by some Detroit homes for some special feature or comic, The Detroit News is delivered to practically every home, for it is at once the buyer's guide and dependable source of news and information. Take advantage of its singular appeal and unique coverage.

The Detroit News

Greatest Circulation Week Day Or Sunday In Michigan.



Mrs. East Walnut Hills

*... "not to know her argues
yourself unknown"*

I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI

"Goes to the home,

THE latest whispers from Paris are reflected in her gowns. The guest list of no important function is complete without her name. The governing boards of a dozen cultural and philanthropic organizations rely upon her counsel.

Yet Mrs. East Walnut Hills carries these honors lightly. For her family are not "parvenu"—their position is traditional. She was reared from girlhood for the mantle of social leadership.

But busy as she is, Mrs. East Walnut Hills does not forego her precious "rest hour"—the hour when her maid brings breakfast to her boudoir.

With the tray comes the mail—and The Daily Enquirer. There, over the coffee, she scans the news, and perhaps—who knows?—reads the advertisements.

And scores of her neighbors, at that very moment, are doing the same. In this community are 567 residence buildings; here, 463 Enquirers are delivered every morning.

Needless to say, Mrs. East Walnut Hills' patronage is courted by every progressive merchant. But while some merchants have succeeded in winning her patronage, others have failed. Perhaps these latter would do well to take a leaf from the notebook of successful merchants and advertise to Mrs. East Walnut Hills in the medium she reads—The Daily Enquirer.

N. B.

This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



8 A.M.



ENQUIRER

stays in the home"

years, and another for seven. All were, at this time, in their middle forties. All had come with the company at thirty-five or better. And each one had, apparently, many years of good producing effort in his system. Also, each one felt well pleased about his job, considering it as permanent and was working his territory accordingly.

It is one thing to lean over backward and take on men who are in their fifties and sixties. That is often as risky as taking on men who are too young.

The point I want to make is that in between this extreme youth and this extreme age, so far as salesmen go, there is a great big middle group. These are men who are eminently fitted to fill, in a thoroughly satisfactory way, the thousands of jobs that call for men who can sell goods to the retail trade—not men who look upon retail store selling as a stepping stone to something better. They have had the "easy money" idea dissipated—they know that a territory in which there are enough consumers to make for real volume possibilities is highly desirable—they regard a retail sales territory as not only a job, but a job with a future. A mighty fine sales force can be built around them.

Botsford-Constantine Appoints Walter Campbell

Walter Campbell has been appointed co-manager of the San Francisco office of the Botsford-Constantine Company, Inc., advertising agency. He was until recently with Edwin Bird Wilson, Inc., New York advertising agency, and previously was with the Pacific Railways Advertising Company.

A. H. Kaplan Joins Rose- Martin Agency

Alvin H. Kaplan, for six years with Ruthrauff & Ryan, Inc., has joined the staff of Rose-Martin, Inc., New York advertising agency.

S. R. Hoye with Miami Agency

Stephen R. Hoye, formerly with the Capper Publications, is now an account executive with the Miami Advertising Company, Inc., Miami, Fla.

Financial Advertisers Plan Convention Program

C. H. Handerson, advertising manager of the Union Trust Company, Cleveland, and chairman of the program committee of the Financial Advertisers' Association, reports that plans for the program of the tenth annual convention to be held at Columbus, Ohio, October 14, 15 and 16 are nearly complete.

E. St. Elmo Lewis, vice-president of the Campbell-Ewald Company, Detroit, and Martin L. Pierce, director of research of The Hoover Company, Chicago, are listed among the speakers for the general sessions. Besides these, departmental meetings will be held covering the fields of savings, investment, commercial and trust advertising.

Department Store Adds Automobiles

An automobile department is the latest addition to the varied line of merchandise handled by the Gilchrist Company, Boston department store. The Boston store has its models on display within a few feet from counters displaying hosiery, and wearing apparel, etc. The new department also handles a full line of motor accessories.

Florida Account for Indian- apolis Agency

The Florida Society of America has appointed the Sidener-Van Riper Advertising Company, Indianapolis, to direct its advertising. A campaign is now being conducted to get suggestions from the public regarding products that might be manufactured in the State of Florida. Page space is being used in newspapers.

Lloyd Advertising Plans for 1926

The Lloyd Manufacturing Company, Menominee, Mich., maker of reed baby carriages and other reed articles, is planning an advertising campaign for 1926 and will use twelve national magazines, according to William Doyle, advertising manager.

Nunnally Company Earnings Increase

The Nunnally Company, Atlanta, Ga., candy manufacturer, for the first half-year of 1925 reports net profits, after charges, of \$70,112. Last year the amount was \$56,863 for the same period.

A. A. Shepard Joins Halister Clarke

Alan A. Shepard, formerly with Clarence Whitman & Sons, Inc., New York, has joined the staff of Halister Clarke, Inc., New York advertising agency, as an account manager.

September

True Story

Truth Is Stranger Than Fiction

25



THE
NECESSARY
TWO
MILLION

"GREATEST COVERAGE • LOWEST COST"



IN ONE YEAR alone twenty-nine of America's leading advertisers invested \$16,000,000 in magazine advertising space. The average selling price of the products advertised was 50 cents per unit.

These advertisers bought an average of 17,000,000 circulation. They reached an average of 17,000,000 homes (without making an allowance for duplication of circulation) although what they have to sell should be used continuously in almost every one of the 27,000,000 homes in the United States.

Thus it will be seen that advertising has no limitations — that no advertiser however great, comes even within hailing distance of the limitations of his market — if indeed it has any.

Nowhere else in the world is there so much prosperity as there is in this country.

Never before has the individual had so much money to spend or invest — and never before has the individual spent or invested so much.

Economists tell us that this condition is likely to hold true for a long time to come.

Now more than ever it becomes necessary to reach entire markets.

Everything that advertising men have learned should now be directed toward the elimination of waste in buying circulation; getting down to business by reaching into every nook and corner of this land for new buyers.

It is time for you to use "The Necessary Two Million"—the TRUE STORY Two Million, because it can deliver more new buyers to you than any other magazine in the world.

Very little duplication with any other magazine—a clean newsstand sale at 25 cents a copy—a public that is spending half a million dollars monthly for its favorite magazine—astonishing evidence of buying desire and voluntary interest such as you have never before seen.

Use TRUE STORY and add 2,000,000 homes to your list of customers.

True Story

"The Necessary Two Million"

The Print Order
for
October
True Story

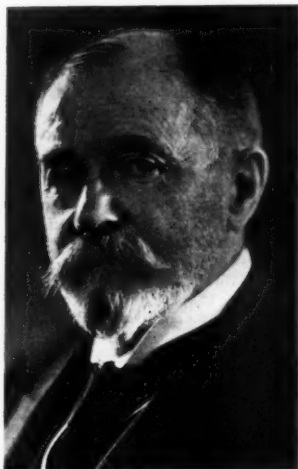
is
2,275,000
Copies

of which
nearly two million
will actually be sold
on the news-stands
at 25 cents a copy.

Death Closes Half-Century Career of Victor F. Lawson

Publisher of "The Daily News" of Chicago Dies Suddenly After Long Period of Service to Advertisers and Public

NEWSPAPER publishing the world over lost one of its keenest minds and standard-bearers in the death on August 19 of Victor F. Lawson, publisher of *The Daily News* of Chicago. Mr. Lawson died at his home in Chicago after an illness of only a few days. Heart trouble induced by overwork



VICTOR F. LAWSON

brought about his death. Had he lived until next month, Mr. Lawson would have celebrated his seventy-fifth birthday.

For more than two-thirds of his life, he was actively engaged in newspaper publishing, first in the circulation department of the *Chicago Evening Journal* as a boy, later as part owner of *The Daily Skandinaven* and finally as publisher of *The Daily News*. The general public, while it never knew him intimately, felt his powerful influence in behalf of clean and

dignified journalism. Advertisers and other publishers coming in direct contact with him more frequently, learned to respect his determination to build character into his newspaper. In recent years, he has been looked on as the dean of newspaper publishers in the United States.

As soon as he became publisher of *The Daily News*, Mr. Lawson recognized the right of the advertiser to know the exact circulation measure of the space that he had bought. Accordingly, in 1877, the second year of the paper, he began to publish a daily sworn statement of its circulation. In this, he was a pioneer. Other newspapers followed his example. In view of this attitude regarding publicity for circulation figures, it was only natural that he should become one of the heartiest supporters of the Audit Bureau of Circulations when it was founded.

Mr. Lawson employed reputable physicians to study the advertising of medical preparations that was offered him. Stating clearly the standards to which this type of copy must conform, he exercised an alert censorship over all medical advertising which came to *The Daily News* and rejected whatever he believed inimical to the interests of his readers.

Many advertisers and advertising agencies looked on Mr. Lawson as being extremely arbitrary in administering one rule which he would not break. This had to do with position. With him, the news and its exigencies came first. He consistently refused to guarantee advertisers certain positions in his paper and he never charged premiums for favorable locations. The advertiser was made to understand that the editors of the paper had the right of way.

Advertisers soon became reconciled to the rule. At no time in

his career was Mr. Lawson so busy that he could not find the time to give his closest personal attention to the advertising and other promotional work that *The Daily News* carried on. To one of his associates he said once: "In writing our own advertising there are two questions that I wish you to ask yourself always. They are, first: Is this statement true or exaggerated? If it is not true, don't say it. Secondly, never make an unsupported statement regarding a controversial matter. If you make a statement, back it up with figures and facts."

He edited all copy such as that appearing in the PRINTERS' INK Publications in behalf of *The Daily News* with extreme care and precision. In the business department hangs a framed letter signed by Mr. Lawson which reads:

To *The Daily News* Heads of Departments and Others Concerned in Writing or Handling *The Daily News* Publicity Copy:

All copy for announcements of any character designed to advertise *The Daily News*, or its contents, in any way is to be submitted to me for my O.K. before publication or use. If I am absent from the city, the copy is to be mailed or wired or telephoned to me, if practicable, in time for use—otherwise it is to be used in the discretion of the head of the department concerned, and be brought to my attention immediately thereafter.

Mr. Lawson was born in Chicago on September 9, 1850. He attended Phillips Andover Academy and on the death of his father in 1873 became interested in *The Daily Skandinavien*, a newspaper in which his father had held part ownership. It was published on the property where *The Daily News* has been published ever since it was founded. As a boy Mr. Lawson had shown an interest in newspaper work and had earned pocket money in the circulation department of the *Chicago Evening Journal*. On Christmas Day 1875 Melville E. Stone with two associates started *The Daily News*. The owners had to import copper cents and put them in circulation in order that people might have money small enough to buy the paper. There were not enough pennies in town.

The paper struggled along and Mr. Stone's partners soon became discouraged. They sold their interest to him and later Mr. Stone sold out to Mr. Lawson, continuing, however, as editor. From that time, the paper prospered.

Six months after Mr. Stone had sold to Mr. Lawson, he bought back an interest in *The Daily News* which he retained until 1888. In 1881, the *Morning News* was begun. Later, its name was changed to the *Record*. It was merged with the *Times-Herald* in 1901 under the name of the *Record-Herald*. Some years later, Mr. Lawson sold his interest.

Mr. Lawson was one of the founders of the Associated Press and was always an active leader in its affairs. He was president of the Illinois Associated Press from 1894 to 1900 and served for many years prior to his death as a director of the present Associated Press.

To show that *The Daily News* was uninfluenced in any degree by its advertisers Mr. Lawson used to tell of an incident that happened some years ago. "A large advertiser came into my office one day and said that he had been served with divorce papers," his story ran. "In view of the fact that he was using considerable space with us, he wanted to have all mention of the action suppressed. I said to him: 'Why this is just an ordinary divorce case, is it not?'"

"Yes," he replied. 'It is only an ordinary divorce case.'

"I don't believe," said I, 'that you are a man of enough importance to justify *The Daily News* in publishing an account of the action. However, the fact that you are a large advertiser would not make a particle of difference as to whether we publish it or not. But I will frankly say to you that I shall not interfere with the news department in this matter.'

"Well, he went out, and the result was that a small item appeared in an inconspicuous part of the paper, merely mentioning the fact that proceedings had been begun against him. As a matter of fact, I presume that had he not called

It Always Pays to Count the Cost!

AT the "open" advertising rate it costs 20.8 cents per line to reach 100,000 New York City homes through THE WORLD. In The Times it costs 34.9 cents. In The Herald Tribune it costs 41.6 cents.

This applies to circulation concentrated directly within the five boroughs of Greater New York, where the bulk of all selling is done, and where the manufacturer's distribution reaches its greatest degree of saturation.

All the circulation you buy outside of this area is a gamble: some of it represents buying power for New York merchants, but as to *how much*, one guess is as good as another.

One thing is certain: the New York city circulation is a *known quantity*, within daily reach of your store. You can put your hand on it 24 hours a day!

Why tolerate in your advertising department a waste that would be *unthinkable* in your purchasing department? If economy is worth practicing, it is worth applying generally!



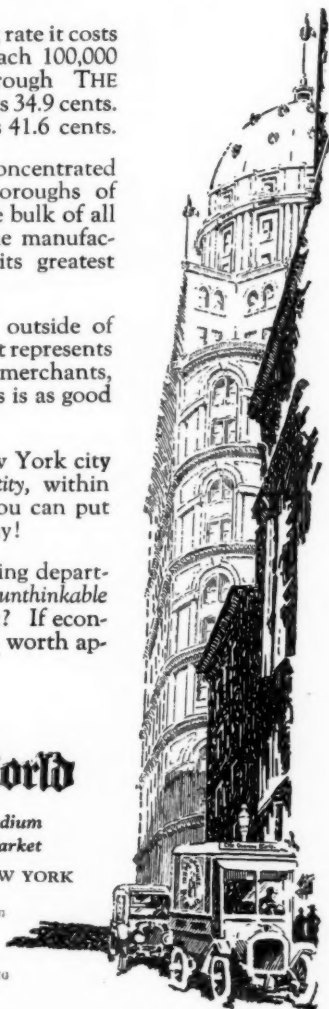
The Three-Cent Quality Medium
of America's Greatest Market

PULITZER BUILDING :: :: NEW YORK

TRIBUNE TOWER CHICAGO GENERAL MOTORS BUILDING DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

TERMINAL SALES BUILDING SEATTLE CHANCERY BUILDING SAN FRANCISCO



upon me no mention would have been made of the case, as it was unimportant. But the fact that he did call and request its suppression rather put us to a test. We look on an advertising contract as purely a business transaction and the matter ends there."

Unquestionably, his love of work and his intense wish to produce a sound, sensible newspaper which should be a clean, educating institution brought on his death. Time after time, he overtaxed his strength, forcing himself to his bed. He had a serious heart attack seven years ago and another less serious one two years ago. His advanced age and the attack proved too heavy a strain for him.

Characteristic of the benevolences of his lifetime, Mr. Lawson, in his will, has left practically three-quarters of his estate for benevolent purposes. Under the provisions of the will the management of *The Daily News* and his other property is left to the **Illinois Merchants' Trust Company**, of Chicago, which is appointed trustee.

The will provides for specific bequests of more than \$4,775,000. Approximately one-half of this sum is for benevolences. Melville E. Stone is left a bequest of \$200,000.

The Public's Present-Day Opinion on Advertising

ELI LILLY AND COMPANY
INDIANAPOLIS

Editor of PRINTERS' INK:

Will you please be kind enough to provide us with a list of articles that have appeared in your publication in recent years regarding merchandising of pharmaceutical products?

There is another phase of advertising that we would like to have you comment on. In your close contact with advertisers and advertising what has been the attitude in recent years of the physicians regarding advertising? In other words, has there been much of a change of opinion among doctors, dentists, etc., on the ethics of advertising? Of course, we have some ideas regarding their situation but we would prefer to hear from such a publication as your own and would be grateful for any information you may be able to give us.

ELI LILLY AND COMPANY,
R. C. CLARK.

ARTICLES that have appeared in PRINTERS' INK in recent years on the merchandising of pharmaceutical products which have been listed for Eli Lilly and Company, show a story of real progress.

The second question raised in the letter above seems particularly timely.

Before the letter came to us we had in mind to comment on a subject of which this particular question of the Eli Lilly Company is but a part.

We were thinking of the changed attitude that the intellectual leaders in every community of the country have taken toward advertising. The doctors and other professional men are, of course, to be found in that group.

It was once the fashion in intellectual circles absolutely to deny any knowledge of the existence of advertising. This was a pose that was assumed for good reasons, for advertising was not so respectable as it should have been. The PRINTERS' INK Model Statute directed against fraudulent use of advertising is testimony which supports that statement.

Today, this pose has been abandoned. In its place, we find a belief among many persons that advertising pages are very frequently more interesting than editorial pages.

Advertisers are spending much money to gather real facts and helpful material for their copy. This general opinion concerning advertising expressed in terms of comparison, which is the way the human mind usually thinks, is the public's judgment of such efforts.

We feel that this should show our correspondent that there has been a distinct change in the attitude of the doctor toward advertising.—[Ed. PRINTERS' INK.]

Malcolm McCormick with Milwaukee Motor Products

Malcolm McCormick, recently with the McCord Radiator and Manufacturing Company, Detroit, has become sales manager of Milwaukee Motor Products, Inc. He will have charge of the marketing of the Milwaukee Timer.



Make This Test

Your advertising will not be taken seriously in a newspaper that is not taken seriously. Get a New Orleans telephone directory, select 100 names at random, and write them asking what paper they read and believe. The replies will give you a line on the newspaper situation in New Orleans as it really is.

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago,
 Detroit, St. Louis, Kansas City and Atlanta.
 R. J. Bidwell Co., San Francisco and Los Angeles.

"Don't Sell America Short"

*—But Morgan never meant
one always should be "long"*

SINCE the late J. Pierpont Morgan uttered his famous "Don't Sell America Short," some twenty years or more ago, American business has multiplied and re-multiplied in proving his prophecy sound.*

All industrial leaders agree that "Don't Sell America Short," is as good doctrine today as ever—and will be good doctrine—far beyond the present generation.

But its *safe application*, they point out, rests with the individual.

* * * *

"Pressure," suggests HINMAN in a recent article, "is probably the outstanding characteristic of American business methods today. But the question is, how much pressure will a given business stand? Founded on the enthusiasm of post war success, when it was almost as hard to lose money as to make it, will American pressure methods become a national peril?"

* * * *

The question Mr. Hinman propounds is one every business head should carefully apply again and again to his own affairs.

There are times and conditions which leave no doubt that selling and advertising should be forced to their utmost—to gain a great market quickly, or, to take advantage of certain fortunate conditions whereby profits may be multiplied or leadership established.

On the other hand, under differing conditions, curtailment must be advocated, but based, however, on safety from competitive attack.

Peak sales, gained under unusual conditions, often are viewed as fair criterions of what are normal possibilities. Leaps and jumps may be mistakenly judged as natural and permanent rises.

As a result, sales and advertising may be "pressed" beyond the bounds of wisdom, and the perils of over-expansion, unwise and untimely expenditures invited.

Some businesses are paying too much for their current increases. And futures thus are mortgaged.

Rightly balanced progress is safe progress. For American manufacturers, the sure and lasting progress, which Morgan truly prophesied, is that which comes from finding an equilibrium between sales and selling expense, between advertising results and advertising costs—thus fitting expansion plans to market possibilities.

* * * *

In such programs of economic sales and profit balance, the experienced advertising agent, we believe, plays an important part.

His creed is "Caution—Yet Aggression,"—"Pressure—But Based on Sound Analysis." Seeking both leadership and sustained profit for his clients, his every move is prompted in belief that the end must justify the means.

Thus pressure is urged when pressure is needed. And retrenchment advocated when safety so permits. For only in the correctly balanced application of those two factors can the goal of both leadership and profit be attained and maintained.

*In the past twenty-five years land values in the United States have increased in round figures, 250%. Manufacturing 400%. Huge bond issues are absorbed by the general public. Wages are up over 300%.

LORD & THOMAS

Advertising

NEW YORK
247 Park Avenue

LOS ANGELES
1151 South Broadway

LONDON, ENGLAND
Victoria Embankment

CHICAGO
400 North Michigan Avenue
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

"The Underlying Trend," by A. W. Shaw, appearing each month in **SYSTEM**, the Magazine of Business, presents an analysis and forecast of general business conditions that is used* by thousands of active business executives in shaping policies and plans for the guidance of their own businesses.

**SYSTEM is used as a business tool—not merely read. It is published for the executive's profit—not for his entertainment. Small wonder, then, that SYSTEM has by far the largest monthly circulation of any magazine selling at \$4 (or more) a year.*

SYSTEM
The **MAGAZINE of BUSINESS**

Revolutionists in Page Composition

A Battle Against the Commonplace in Plotting Out the Physical Make-up and Appearance of the Advertisement

By a Commercial Art Manager

JUST as the older generation holds its hands up in horror at the dress and antics of the younger folks of today, so do the more conservative and old-fashioned advertisers look askance upon the revolutionary innovations of the modern campaign, with its broken rules and its amazing ideas of composition, arrangement and layout.

However, this does not retard the modernists. In fact, they grow bolder every day and some really startling devices and arrangements are hit upon, distinctive enough to give each year of advertising a spirit, a school, of its own.

Indeed, it is almost one of the present-day commands, that an advertisement's composition shall be different, novel, dramatic and unexpected. It means, when all is said and done, a greater degree of attention-compelling value. It means individuality. It means character where to "stand out" is no small task. The advertiser is thoroughly conscious of the fact that there are hundreds of advertisements and that he must, of necessity, bring strong composition to bear. The rule of the survival of the fittest has fallen back on character in layout.

There is nothing more interesting than to take the proportions of a periodical page and play with them, in this matter of the physical distribution of the various units, type, illustrations, headlines, nameplates, etc. As like as not, although bent on originality, you

will do that which has been done often before. Which goes to show how the mind absorbs and retains these hoary traditions.

The revolutionist in composition laughs at what has been done in the past. With quiet deliberation,

*The Likes and Dislikes
That Are Leading Over
a Million New People
to Dr. Lyon's*

If You Do LIKE

A flavor that is mild and
delicious—
complete freedom from risk—
the assurance of clean, shining
teeth—
something that is safe for
children as well as
grownups—
something that gives so much
protection to my dentures
and against tooth decay and
gum trouble—

If You Don't LIKE

The confusing advice given
regarding the use of your
tooth—
the promise of a month's trial
of several things—
the feeling of grinding, gritty
granules—
the uncomfortable feeling of
a strong flavor—
or the expense which comes
around the limitations of a
dentist—

USE

Dr. Lyon's
TOOTH POWDER and DENTAL CREAM

THESE FLOURISHES SERVE A VERY PRACTICAL PURPOSE

he sets out to get away from tradition and precepts. If it pleases his fancy and means a strikingly original layout, he will start the page off with reading matter, minus headline or embellishments, and tuck his illustration away in bottom position. Anything to be different!

In this connection, it is interesting to know that in a famous museum at The Hague a collection of astounding canvases by an old Dutch master takes precedence over all other works, although

there are Rembrandts in the collection. This Dutch painter, who, by the way, was said to be slightly mad, specialized in daring compositions. Nothing that he painted was commonplace. Attendants, when pressed for an explanation, declare that the average person is drawn to this room and its astounding collection, largely by virtue of the revolutionary layouts of the canvases. The master's magic brush worked contrariwise. He generally did things in the reverse from what was commonly accepted as the right method. There is a similar touch in some of the advertising layout compositions we see today. As a result, there is no overlooking them. They assert their presence in no uncertain terms.

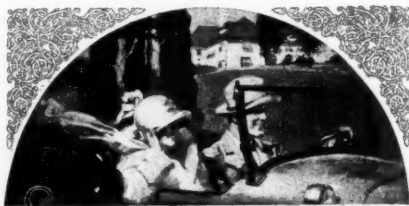
Some of the novelty composition effects used recently, although difficult to describe, have their specific features, as follows:

A page wherein the total space, up and down, is divided into two equal parts, all reading matter set in compact style, in the right-hand panel, while the other panel holds all illustrative material and a single, brief slogan.

A page made up of inch-wide, waved lines, in two colors, repeated up to the point where an odd-shaped white area is left, to the centre, for text. This tendency is for the eye to whirl around this spiraled composition and gradually to work its way to the message.

Three columns of text, set without display lines or initials, broken in the lower right-hand corner for insertion of a perfectly plain squared-off halftone illustration. A display headline, in type, appears at the top of the page, leaving room to the right for a small halftone vignette from an original drawing. Subhead, in

bold italics, right across the page beneath these, followed by the three columns of copy. Nameplate of the product, strangely enough, is run the width of the bottom illustration, beneath it; not the full width of page. No border.



SEVENTEEN
OR SEVENTY—*it's all the same to a Marmon*



The New Marmon line includes various Standard Chassis Cars in practically every size, a complete line of the latest Chassis Models, and three very latest open cars. The body lines are new, and all models are equipped with the famous Marmon power brake system of 12 inch wheels.

The **NEW MARMON**
"It's a Great Automobile"

**THIS COMPOSITION IS ABSOLUTELY DIFFERENT
AND DARING**

Illustration, in page space, running from side to side and vignetted down at the left, in upper half of total space. Wide white gutter deliberately cut in it, at top, for display headline. Arbitrary square mortise rather crudely thrust into the illustration at right, featuring a stop-off line, but without side mortise decoration of any sort. Effect, that of last-minute decision to eliminate part of picture and to inject more copy. But exceedingly novel.

Type, headlines and illustrative feature, made into a unique pyramid. First, in narrow measure, a hand-lettered phrase, then a vignetted illustration in halftone widening gradually, followed by considerable text, which, in turn,

WOULD you make your Boston advertising campaign a success from the very start? Then you must, above all else, keep these four facts prominently in mind:

First, that the people of this vast rich market are divided into two distinct groups.

Second, that the Boston territory can be completely covered only by reaching both these groups.

Third, that one of these groups may be reached through any one of several good newspapers.

Finally, that the other vast group, great in every quality which makes newspaper circulation valuable, is covered *only* by the Herald-Traveler.

To buy newspaper space in Boston without a clear understanding of Boston's divided market is to handicap your campaign before it starts. Write today for your copy of "Business Boston," an instructive booklet that will help smooth the path to profits in this rich market.

BOSTON HERALD-TRAVELER



flares out until it occupies full width of page at bottom.

The editorial style of page make-up has taken on many surprising novelty features, undreamed of a few years ago. For one thing, much more attention is paid to highly artistic typography. Type faces are often original, and the distribution of illustrations is mapped out with catalogue-like refinement. The advertiser shows no tendency to feature either himself or the name of his product on such pages. They are uncommercial to a degree, so neatly groomed, so meticulously graceful and composed that they prove a constant joy to the eye.

A quite notable campaign of this character has been running for almost a year for Welch's grape juice. It is a model of its class.

Many pages carry their blocks of reading text at the top, with sufficient marginal white to set them off. The type is not large, there is but one size of it, few paragraphs and no display head. Such blocks may occupy from one-half to three-quarters of the page space. Then follows, in bold display, the name of the product, followed by a vignetted illustration which, in turn, is relieved by large areas of white. There may be some smaller block of text or a postscript, following the picture, but not necessarily. It is noticeable that where the advertisement is composed in this manner, the copy is written interestingly, with a sprightly spirit. Very often, it is done in pictorial language. The plan is in direct reverse from the old-fashioned order of things.

In a study of over 500 current advertisements, it became at once pronouncedly noticeable that decorative borders are by no means as popular as they were a few years ago. Only one in every fifteen or twenty layouts attempts them at all. In consequence of this, layouts seem less crowded, type is more inviting to the eye, and the individual displays take on an appearance of being larger in size.

Unquestionably, borders have been overdone. The newer idea is to omit them, save when they serve

what is really an intensely practical purpose.

Illustrations are set to work along original lines in many advertisements, their position on the page being regulated by some special point in the message. Thus, in a Barrett Roofing page, the first half of the page is quietly-set reading text, having to do with explanations relative to the product. At its conclusion, there is a first-person, singular, insert, as a home owner tells, in his own language, his experience with roofings of various kinds. And, at the left, an illustration, modestly proportioned, picturing the man himself, his hand pointing to his own remarks, is "dropped in."

In other words, the illustration is more than a mere attention-getter as in the past: it is designed to illumine some special point in the text, and is no larger than is scientifically correct for that specific purpose. I would say that the illustrating of the advertising campaign of today is performed with far more sanity and skill. There seems to be less sensationalism and more direct tie-up of design and message.

FUTURISTIC LEANINGS

Now and again, a page composition becomes frankly futuristic, what with strange decorative flourishes, whirling lines and freak mortise ideas, as fantastic as something one might see in a dream. One such page is here illustrated, in miniature. It is from a series for Dr. Lyon's Tooth Powder. At first glance, it might be thought that the vivid, pointed flourishes are without any practical purpose, and have no rhyme or reason in a composition sense, but on more mature study, it develops that they are less thoughtlessly placed than their spectacular shapes would suggest.

Because they are symmetrical, they form a sort of unique border, arranging, at the top, for a mortise for a single copy statement. These two directing decorations point down to two blocks of copy, and, finally, the corresponding pair, at the bottom of the page, features

**Just What Does \$100,000,000
More Crop Money in
Louisiana-Mississippi
Mean to You?**

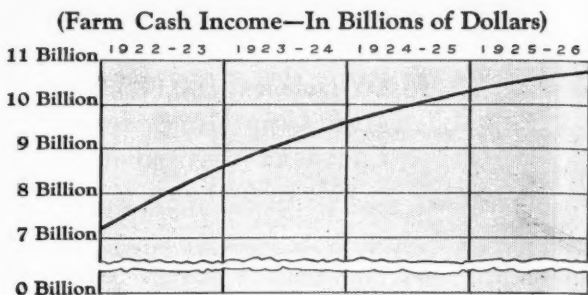
The great mass of buyers in the Louisiana-Mississippi territory will handle nearly \$100,000,000 more money in 1925 than it did in 1924.

Crops will yield an increase of 25% in buying power.

Coincidentally, the Item-Tribune has increased the scope and coverage of its circulation over a year ago by more than 25%.

Obviously, your wisest move is to increase your New Orleans appropriation at least 25%—and center it in the Item-Tribune.

**New Orleans
Item-Tribune**



Do Your Farm Sales Follow This Curve?

LATEST estimates indicate 1925-26 farm cash income will be nearly ten-and-a-half billion dollars. It will be greater than last year and marks the fourth successive year to show an increase.

Your sales to farmers should increase with the rise in farm income. Farm buying power today is seven per cent higher than the 1909-13 average.

Advertisers generally are increasing

their farm paper schedules to meet the increased sales opportunity. Advertising agencies are recommending farm papers to their clients.

The next twelve months will witness unusually intensive sales work in the farm field. Merchants selling in the rural field are alive to the situation and confidently expect manufacturers' support in centering this farm demand on specific products.

Questions of leadership in the farm market will be determined by the advertising and sales tactics of 1925-26. The farm dollar goes to the man who shows he wants it.

Is your product a household word in farm homes? Have you complete coverage?

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary
76 West Monroe Street, Chicago

*Complete coverage of the farm field and dominance of
the seventy million population in the rural market*

the nameplate in a manner that is entirely admirable.

Such pages make the eye dance. To pass over them lightly is quite out of the question. They seek only to compel attention and to emphasize brief copy statements.

As proof of the more liberal viewpoint of the advertiser in matters of page make-up, attention is called to a really remarkable Marmon automobile composition. "Seventeen or seventy—it's all the same to the Marmon," is a headline which calls for two companion pictures, one of a happy young pair speeding along in the car, and an illustration of a white-haired couple, equally contented.

The page is plotted off in circular form, a band of white across the centre holding the headline. The four corners are relieved by a delicate tracery of decoration, in pen and ink.

That central band of white divides the circle into two equal mortises and it is in these that the companion illustrations are placed, tailored without fuss or feathers. The composition is absolutely different and daring. It departs radically from convention, and is in opposition to most all of the pet theories of those who would surround advertising with a host of totally unnecessary and ill-advised regulations in the matter of make-up. Yet, it is tremendously effective!

Hubert Sackett Heads Tobacco Company

Hubert Sackett has been elected president of the Bonded Tobacco Company, Inc., New York, marketing Sackett de-nicotined cigarettes and cigars. He was formerly general sales manager of The N. K. Fairbank Company, now known as the Gold Dust Corporation, New York, and more recently was president of the Bonded Products Corporation.

Olds Motor Works Appoints H. S. Weir

Harold S. Weir has been appointed assistant general sales manager of the Olds Motor Works, Lansing, Mich. He was formerly with the Chevrolet Motor Company, Detroit. He succeeds Leon G. Dodge who has been placed in charge of the new Oldsmobile wholesale branch at New York.

July Newsprint Production

Newsprint production in the United States for July, 1925, amounted to 121,113 tons. Production in Canada amounted to 121,664 tons, making a total production for the United States and Canada of 242,777 tons. There were also 6,622 tons of newsprint made in Newfoundland and 1,165 in Mexico in July, so the total North American production amounted to 250,564 tons.

The United States mills made 2 per cent more newsprint during the first seven months of 1925 than in 1924. The Canadian Mills produced 9 per cent more than 1924 during the seven-month period. The combined production of the United States and Canadian mills for the first seven months was 5 per cent more than in 1924.

St. Louis Sales Managers to Resume Luncheons

The St. Louis Sales Managers Bureau will resume its weekly luncheons on September 18. E. E. McCleish, president of Wm. Elliot Graves, Inc., Chicago, will be the speaker at the first luncheon. His subject will be "Creating the Ideal Salesman."

On September 25, H. G. Moore, vice-president of the Keystone Steel & Wire Company, Peoria, Ill., will speak on "Sales Suggestions."

Fall Campaign for Dominion Linoleum

A fall advertising campaign is being planned by the Dominion Oilcloth & Linoleum Company Ltd., Montreal, Canada, on its Dominion inlaid and Dominion Battleship linoleum. Newspapers and farm papers will be used for this campaign which will be directed by the Montreal office of Advertising Service Ltd.

Goodrich Income Shows Large Gain

The net profit, after all charges, of the B. F. Goodrich Rubber Company, Akron, Ohio, for the first six months of 1925, was \$7,106,615. This compares with \$2,755,617 for the first half of 1924. Sales during the 1925 period were \$60,400,000 as against \$50,137,000 for the corresponding period of 1924.

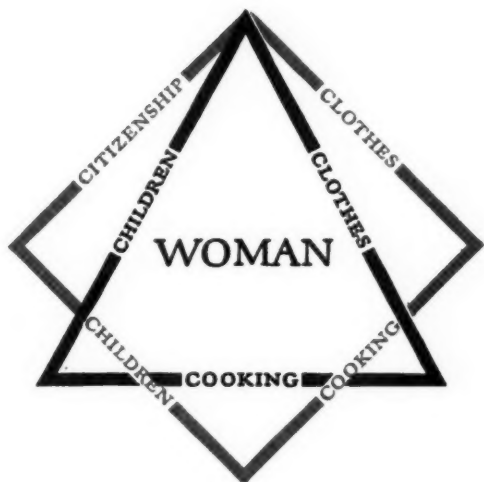
Security Account for Bauerlein Agency

The Mortgage & Securities Company, New Orleans and St. Louis, has appointed Bauerlein, Inc., advertising agency, New Orleans, to direct its advertising account. Magazines and newspapers will be used.

New Advertising Business at Boston

A new advertising business has been formed at Boston under the name of Osborne & Company. M. M. Osborne, is head of the company.

A NEW SIDE TO



AN OLD TRIANGLE

The new interest that the vote has brought into the lives of women has made THE LITERARY DIGEST as necessary to women as it is to men.

In the old days women's supreme

interests were three:

Children · Cooking · Clothes
to which has now been added
Citizenship.

The new duties and responsibilities, the opportunities in business and in the professions, the need to know what is going on in order to talk and act intelligently, have made women turn to The Digest in such large numbers that to-day The Digest is actually read by a few more women than men, and it is preferred by the women in Digest homes, who by a large majority vote it to be more necessary than any woman's magazine.

The 1925 analysis of The Digest's circulation fixes the number of readers and divides them as to age and sex. We found that there are:

A	2,388,925	WOMEN AND GIRL READERS	B
	2,320,368	MEN AND BOY READERS	
	3.3	READERS PER FAMILY	

There is no doubt at all that Edward Bok with his trained editorial mind had much greater foresight than the average mind into the future of magazines when in 1920 he wrote on page 161 of his book "The Americanization of Edward Bok" the following sentence: "The interests of women and

of men are being brought closer with the years, and it will not be long before they will entirely merge."

In compiling our recent book "The Lord of Telephone Manor" 41,000 telephone subscribers were asked to vote for their favorite magazines and 4,439 replies were received. Four Women's Magazines were listed as among the first ten most popular magazines.

The three general magazines that topped the list—The Digest, the Post and the American—each received a total vote greater than all of the four women's magazines combined.

Let us make a specific application. What significant facts are there for the Food Product advertiser in this telephone investigation?

First:

That general magazines being read by men as well as women (the consumer as well as the buyer of food) should receive a good share of a magazine appropriation.

Second:

That the home with the telephone, being the best market for advertised goods, the most effective medium in that telephone market is The Digest, and rightly so, because in ten years (1915-1924) it has mailed to all telephone subscribers in the United States a total of 161,785,312 circulars.

Third:

That The Digest's analysis of circulation shows a balance of family reading that is unsurpassed and guarantees to the advertiser the interest of the consumers of food—the boys, the girls, and the men—as well as the interest of the buyer, the woman.

There is Indeed "A New Side to An Old Triangle" and The Digest to-day offers to the advertiser a woman's market the size of which is definitely proven. And with women, as with men, there is nothing that takes the place of

{ The Literary Digest }

A Defense of "\$1 Down"

With Particular Reference to the Application of This Instalment Selling Plan to Electric Washing Machines

By H. L. Ogg

President, Automatic Electric Washer Co., Inc.

IN a recent issue of **PRINTERS' INK** there appeared a letter written by T. K. Kettle, of the Northern States Power Company, Minneapolis, in which inquiry was made as to the soundness of selling electrical appliances on the partial-payment plan "with special reference to a small payment down—say \$1—and eighteen to twenty-four months in which to pay the balance." Editorial comment was made on this letter to the effect that instalment contracts on electrical goods which do not pay up in twelve months or less are not considered good risks by finance companies. I would like to take issue with **PRINTERS' INK** on some points.

I admit, at the outset, that the opinions expressed and published as to the faults of the easy terms mentioned appear logical; they are not new to us as they are everyday obstacles met by our sales department.

I'll concede further that the statements in this article can probably be supported by the experience of many dealers or contractors with loose collection and credit methods; more so than when considering the live, energetic merchandising department of a power company, such as the one with which Mr. Kettle is associated.

What I have to say will be based upon several years' close association with the development and promotion of the idea of easy terms in the sale of electrical merchandise. And naturally, my actual experience has been in the washing machine industry; in other lines, it is by observation.

First—Consider the "\$1 Down." My company is a staunch believer in the efficacy of an annual campaign or drive to stimulate interest and sales in a community;

assuming, of course, during the balance of the year, a follow-up of prospects is developed.

To this end, we have built around the old reliable dollar a complete merchandising plan known popularly as "A Copper Washer for a Silver Dollar." Of the many sales plans we have available, we have yet to discover one that exceeds the success of this one; and by "success" I include everything that could be considered essential to successful merchandising even by the most critical accounting department.

The objection that the "\$1 Down" attracts an undesirable class of buyers, has not been the experience of our customers. And it is my conviction that this is less apt to occur with washing machines than with other appliances.

In reply to a request for a letter on his experience in handling various kinds of time-payment paper, a Morris Plan bank official writes:

In accordance with your request, I am writing you in regard to our experience with time payment washing machine sales.

For the last five years, we have been handling this class of paper, the volume running into many thousands of dollars. We have never lost a cent of principal or interest in that time. We have handled other time-payment paper on automobiles, trucks, talking machines, and furniture, but our experience has not been so satisfactory.

Our experience is that women pay their bills more promptly than men; and, of course, there is the feature of time and labor involved which makes for promptness where the wife pays the bills.

Some people will occasionally drift in, of course, who expect to try out every washing machine in town, thereby getting washings free for some time. But these are very limited and can easily be detected. Moreover, before a

washer is even delivered, though they make the initial "\$1 Down" payment, their credit must be approved.

Again, "\$1 Down" doesn't mean that all machines are sold on that basis. The slogan is the advertising feature; but many times, when it comes to closing the contract, with a little urging to shorten the time of payments (and incidentally get a proportionately better price) a substantial down payment will be made. That point is a matter of salesmanship.

It is true that the greatest risk the store or power company carries is during the early payments when the user's investment is comparatively small. On the other hand, the novelty and relief of having the hard work of washing done by a machine where formerly it was laboriously accomplished by hand, lends every persuasion itself to influence the user to keep up his or her payments—and the longer he pays the more becomes his investment.

It seems to us, that to lay the blame for defaulting customers onto the commission salesman is simply passing the buck and confessing a weakness in the sales department. Any such tendency on the part of salesmen toward high-pressure sales can be removed by withholding a liberal per cent of their commission until the first three or four instalments are paid.

It is also correct that depreciation begins as soon as the appliance is put to use, but we find this depreciation to be very small. I know, in fact, that due perhaps to some unfortunate experience with an inferior line of appliances, or with an entirely different line such as automobiles, the first concern of the credit department or of the financing company is that of depreciation exceeding the payments. But, on the contrary, if one of our all-metal electric washers depreciates more than 7½ per cent per annum, it is because the machine is abused or does more than one family washing per week.

I am much interested in your statement that "electrical ap-

pliances have practically no resale value," and am obliged to disagree. I firmly believe that, next perhaps to pianos, electrical appliances have the greatest resale value, and are the most easily resold of all household equipment.

For example, notice the following from a letter from a power company customer of ours:

Of the 648 Automatics sold in our campaign two years ago, we have been compelled to take back thirty-eight because of non-payment, due chiefly to the strikes causing unemployment.

But our demand for second-hand Automatics far exceeds the supply, and we were able to sell twenty-four of the thirty-eight at the regular price and sold the balance at a reduction of \$4.50 each. We have had no trouble in disposing of returned Automatics in any of our campaigns.

The above machines were sold at \$1 down and \$5 per month.

Another central station, using the same terms, has the following to say:

We are having no difficulty in disposing of these used machines at a price which will give us the original selling price when adding the amount which had been paid by the first user.

We do not anticipate having to take back any more of these machines because the customers have discovered by this time they cannot afford to be without them. We feel that the comeback (six machines) is quite small.

We frequently hear it said: "On such low terms, your reverts must run high and you surely accumulate a lot of poor accounts."

Out of an abundance of material in our files, I shall offer one more quotation from a letter from a power company, whose Automatic washer campaigns, held once a year for the last six years, have each time ranged from 1,118 to 1,711 washers sold in one month:

Sometime ago, you requested that I endeavor to secure some definite information with respect to credit risk involved in selling machines during our campaign on terms of "\$1 down and \$5 per month."

I have recently had an analysis made of the accounts involved in our March, 1922, campaign and find that our conclusion, reported to you verbally, that the losses were very small, is borne out by a careful check of accounts. Our losses for the March, 1922, cam-

"F. O. B. the consumer"

Selling that stops at the dealer's shelves is neglecting the most vital section of the merchandising road.

Steady, growing profits are assured only when you chart the road between dealer and consumer as accurately as the road from your factory to the dealer's store.

We would like to discuss this phase of merchandising with interested manufacturers. No obligation.

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

**461 EIGHTH AVENUE
NEW YORK**

paign have been less than one-half of 1 per cent of the gross sales.

I think you will agree that such a report proves that we are taking no particular risk in selling on such liberal terms.

The above was written twenty-three months after the close of the sale.

In our business, we have found twenty-four month terms to be an asset instead of a liability. And while we do not presume to prove that "the average man is honest," we have convinced ourselves, and a host of customers, that the average man or woman is a better and more contented customer, less apt to become irretrievably in arrears, at \$5 a month than at \$10.

If we are to compel the consumer to pay \$10 a month, from the power company's point of view at least, it is preferable to have him paying for two current consuming appliances at \$5 apiece to one at \$10 per month.

And the central station, organized, chartered and enfranchised as a public service corporation, that to the greatest extent enables its patrons to purchase and use electrical appliances by its friendly co-operation of easy payments with fair profit and protection to itself, will prosper and its future is assured—for it is resting upon public good-will created thereby.

I want to add that during 1924, approximately 85 per cent of washing machines sold were sold on some form of deferred payment.

New Radio Receiver to Be Advertised

The Ainsworth Radio Company, Cincinnati, is planning a campaign for its new receiving set, the Torodyne. This account has been placed with Moreland-Stuckenberg, Cincinnati advertising agency. Business and radio papers will be used.

Peerless Earnings Increase

The Peerless Truck and Motor Corporation, Cleveland, for the second quarter of 1925 reports a net income of \$327,234, including returns from subsidiary organizations. In the first three months of 1925 the company reported a loss of \$280,514.

Associated Business Papers Committee Appointments

The Associated Business Papers, Inc., New York, has named John H. Van Deventer, *Industrial Management*, New York, as chairman of the program committee for the convention that will be held at Chicago on October 13, 14 and 15. M. C. Robbins, *Gas Age Record*, New York; W. H. Ukers, *Tea & Coffee Trade Journal*, New York; R. T. O'Connell, *Textile World*, New York; E. T. Howson, *Railway Age*, Chicago and Paul I. Aldrich, *National Provisioner*, Chicago, are members of this committee.

Frank M. Bruce, Bruce Publishing Company, Milwaukee, has been appointed to succeed Harry Tipper, as chairman of the educational committee.

New Company Formed to Market Nujol and Flit

The Standard Oil Company of New Jersey has formed a subsidiary company at New York, under the name of Stanco Distributors, Inc., to handle the selling of Nujol, Flit and Mistol. F. H. Bedford, Jr., is president; C. L. Bowman, vice-president; C. T. White, secretary, and R. P. Resor, treasurer. The directors are: John C. Wolke; Evan E. A. Stone; C. H. Sterrett; Mr. Bedford and Mr. Bowman.

Moto Meter Reports Record Month's Sales

The Moto Meter Company, Long Island City, N. Y., maker of Boyce Moto Meters, reports that its sales in July were 35½ per cent ahead of July, 1924, and 23½ per cent ahead of July, 1923. This is a new record for July sales.

Century Company Appoints New England Representative

The Century Company, New York, has appointed Warren H. Peirce, publishers' representative, Boston, as advertising representative for *The Century*, *St. Nicholas* and *The American Golfer*.

B. E. Barnes with "Suniland"

Bert E. Barnes has joined the staff of *Suniland*, Tampa, Fla. He recently had an advertising agency business at Los Angeles. Prior to that Mr. Barnes was advertising manager of the Williams Aircraft Corporation, San Francisco.

V. Vivaudou Reports Sales

V. Vivaudou, Inc., New York, manufacturer of toilet requisites, reports net sales of \$1,876,482 for the six months ended June 30. Net profit, after depreciation and all charges, was \$330,929, for the same period.

Working Egypt's Lower Jaw

JUST what the late King Tut did when he wanted to work his lower jaw and yet say nothing, will probably remain an unanswered question.

Perchance he is responsible for the finger-nail nibbling habit, or it may be that he started the world chewing lead pencils. In any event he was born just a bit too soon to know the succulent satisfaction of American chewing gum.

But Egyptians today can chew gum, and when an I. T. D.* client in Cairo wanted an agency, the I. T. D.* carried through the negotiations. There were several applicants for this particular agency, but it was placed with the I. T. D.* client.

The I. T. D.* organization functions both ways—for clients here, with problems abroad, and for clients abroad with problems here. All over the world I. T. D.* merchandising experts are on-the-spot, ready to help you solve your business problems.

["GREEN SEAS and YELLOW GOLD"
tells the details and will be mailed
to any executive requesting it on his
business stationery.

*INTERNATIONAL
TRADE DEVELOPER CORPORATION
247 Park Avenue, New York

Reproduced from a full page in LIFE



GET OTHER FOLKS TO BACK MY JUDGMENT

[[This is my first ad—the first ad a
consumer ever wrote to advertisers]]

FROM my standpoint, one good thing about advertising is that it costs you advertisers real money. I suppose advertising has put a lot of you out of business.

Well, that suits me.

If your goods aren't good enough to stand big advertising, you don't last long. I love that!

When I see an advertiser sticking to advertising for years and years, I know that I am not the only guy who thinks his stuff is good. It's a

sign thousands or millions of other consumer folks like me have found value in the thing that advertiser has to sell.

Of course I can't devote all my time to choosing things I eat and wear and use. When I see something advertised over and over, it shows me other people think well of it too—or the ads wouldn't be there long.

Advertising saves me time by getting lots of other people to help me choose.

*Andy
Consumer*

THE NATIONAL ADVERTISER BETS HIS
ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Andy Consumer's loud and laughable logic in Life is addressed to advertisers but we'll tell you confidentially it is really intended for an eavesdropping public. This is the second in the series of Andy's ads to advertisers.

L i f e

L i f e presents:

Andy Consumer

EAVESDROPPING is the most exciting form of listening.

The public is getting thrill and amusement (and an earful of education) eavesdropping on the talk Andy Consumer is giving big national advertisers.

It's a nervy ruse of ours to find a new and indirect form for the message of advertising's service and saving to consumers.

Of course he's really working for you. **LIFE** keeps Andy up because you have kept **LIFE** up to the tune of fifteen million.

LIFE'S net paid circulation is 124,423, but if you want to know **LIFE'S ACTUAL** circulation just lay a copy of **LIFE** somewhere and get behind a curtain and watch how many people pick it up before it wears out, and multiply by 124,423.

***A**NDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, **LIFE** will gladly furnish, at cost, reprints or plates of this series.*

CLAIR MAXWELL, Advertising Manager
598 Madison Avenue, New York City

Boston Office:
127 Federal Street

Chicago Office:
360 N. Michigan Avenue

Advertising has too many Finnegans—the advertisers who are “off again, on again and gone again.”

McJunkin
Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

A Country Banker Humorously Tackles Economic Ignorance

One Hundred Per Cent American Gives Sage Advice to His Customers

WAS it Judge Gary who said that we are a nation of economic illiterates? Each section of the country has its own particular kind of such ignorance.

Many farmers of the South concentrate on raising cotton, and purchase their food and fodder from Northern farmers, with all the expenses and profits of handling piled on. Not even the boll weevil, in the case of certain men, makes much impression upon ingrained habit.

In the country town of Morrilton, Arkansas, is the Rainwater Bank—capital, \$30,000; surplus, \$10,000; Wood Rainwater, president; Cloudy Night Rainwater, vice-president; Olive Rainwater, secretary. It is a sort of family affair, and the Rainwaters are folks of Indian lineage. Loid Rainwater, another vice-president, has been president of the Arkansas Bankers' Association.

Farmers around Morrilton centre most of their work and thought on cotton, buying their food "abroad." It is estimated that \$130,000,000 goes out of Arkansas yearly for meat, corn and hay, although farmers in practically every State in the South could raise these necessities for themselves, even hay with a little adaptation of grasses and legumes suited to local conditions. More than that, they might raise food staples for their nearby city markets with a little organization for proper grading, shipping and selling.

For years, Wood Rainwater has been talking to the farmers round about his bank, in bad times, good times, dry times, war times, telling them simple, economic truths in language so plain everybody understands it. He uses advertising space in newspapers as well as circulars to get his talks over, and they are just talks—not sermons. "I don't think it does much good to advise anybody, and most peo-

ple don't like it," he says. "It really don't sound nice for me, a shade man, advising farmers who are out in the sun, behind the mule. But if not a train ran in Arkansas for twelve months, I could live from my own farm. If any farmer who reads one of my talks is able to do this, what I have to say isn't for him. I'm not interested whether any banker, merchant, laborer or loafer eats next winter or not—that's his business. But I am interested in whether my farm and bank customers eat, and if they raise their own grub they are sure to, and are better customers for the bank."

During the holiday season of 1921, when the South was having some of the hardest times it ever saw, Wood Rainwater sent out this commentary:

We have searched the papers to find out who stopped this war, or started our cotton down hill. The *Arkansas Methodist* writer says, "We forgot God, and besides tried to skin Him out of His share of our prosperity."

We live in a free country where a fellow can do as he pleases, so you don't break the law or get caught. Persimmons, pecans, hickory nuts and acorns grow wild for winter food. Dewberries and polk salad grow early in spring, blackberries in summer. Besides, everybody has kin folks in Oklahoma or Texas to visit between seasons.

Most of our customers have plenty of corn and meat. Besides the eight hours you sleep you are as well off as Rockefeller. The eight hours you work you are as happy as Pierpont Morgan. The eight hours you loaf, eat and play you are as happy as Woodrow Wilson. Besides money won't buy red whiskey, and most of us don't care for clothes, and we wouldn't swap one ear or one eye for a wagonload of dollars.

As long as a fellow has health, if he loses money some years, that's not bad. If a man never had a loss it wouldn't be any pleasure to win.

Every fellow thinks he has the hardest time. We have food, clothing, and can worship our Creator if we wish.

Be man enough to take your medicine without kicking. There is plenty of good years to come. If waiting for them is a horrible dread, a nickel's worth of paris green will take you to a country where it don't snow or have

any cotton market. Come on, buck up and be a *He-man*.

What do I think of cotton? If we reduce next year's acreage one-half or more, raise a good living at home, keep out of debt, and keep this year's crop until we get a decent price, I think we are very sensible and all right.

Missouri farmers raise and sell more chickens and eggs than all the products of Arkansas farms. We'd better buy some of those educated hens.

I've given advice, fine advice, I think, for ten years—and made one convert. That's encouraging.

All of us have more property than we had in 1914, or we had more fun, or owned a Ford. So if we die early we had a good time for one year anyway. So what's the difference?

This is your Christmas present.

Some banks prefer mercantile loans, others house loans, others farm loans. Mr. Rainwater, saying that he makes his living lending money, prefers as a borrower the farmer who lives at home, raises corn, hogs and cotton, owns his own place, and is trying to make more money so he can improve his farm. The poorest class of borrower, in his opinion, is the farmer who tries to raise cotton, buy his hay, corn and meat, and pay other expenses in cash. This banker maintains that this farmer will go broke, and also break the man who supplies him with money or merchandise. His opinion is based upon forty years' experience in banking and storekeeping in Conway County, where he has seen farmers and merchants go broke by the hundreds. The farmer who makes a success is the fellow who sells corn and meat. The farmer trying to buy his living is trying to do the impossible—it can't be done. A cotton crop can be planted and harvested in ninety-one days' work, but not without hired help. Help keeps expenses going on 365 days in the year, wherefore the farmer who raises only cotton is trying to pay his expenses with ninety-one days' work. He might as well try to jump over a house.

Rainwater tells the farmer that, but advises nothing, saying that a *he-man* thinks for himself. If he prefers to raise his children in ignorance and rags and make a living catching rabbits, why should Rainwater worry? If a community has a few hundred rabbit-hunting cotton farmers trying to live easy,

it's nobody's business but their own and the neighbors.

During the drought last spring, this rural banker sent out a circular which was widely reprinted in Southern newspapers as news. Here is a condensed version:

This drought has been wonderful—the grass grows so slowly. Farmers don't have to chop cotton—the geese keep the weeds down.

I hear Ford has invented a small tractor that works your crop. All you have to do is fill it up with gas and water—don't even have to guide the thing. Set it in the morning and it works twenty-four hours. He's trying to invent an eight-day engine—it's lots of worry to have to set it and fill it every morning.

I have a customer on Petit Jean Mountain who lately set out a vineyard and got some bees. He crossed his bees with lightning bugs, and gets service day and night, and now he sells "honey grape juice." The only work he does is tuning his radio.

I furnished my customers fertilizer, cotton chopping, picking and ginning money, yet some of them are going to quit me next year unless I agree to furnish stove wood, fishing tackle, chewing tobacco and squirrel dogs. I don't blame them. Why should my customers do all the work?

We bankers have been talking crop diversification twenty years. We have it now. Nearly every farm has a cow dog, Ford car, radio and Victrola. Everybody is getting rich drinking their own whiskey. They figure good whiskey is worth six dollars a quart. If they drink two quarts a day they save twelve dollars. That's pretty good wages for a plumber or bricklayer in the city.

The only dark spot I can see on the horizon is: Where will the bankers get the money to pay freight on the corn that the farmer needs to make his whiskey next year? But I am sure the Kiwanis or Rotary Club will fix it some way. Any time anybody happens to run out of money here, they buy a horse on a credit for \$20, tie him on the railroad track, and get \$150 for him. Fellows in other States rob or work for a living, but they haven't had the advantage of our railroad education.

I don't like to be a joy-killer, and I love to see my customers enjoy life, but somebody in three or four years from now has to work a day or so and recuperate the family fortune, and deposit some money in this pee-wee bank of mine. Of course, I don't mean to insinuate any of you will have to save, or economize or work for three or four years yet. Everybody that spends all their money on cars and gas will get it back from Ford and Rockefeller. What you spend with them they will give you back half when you die and the other half when you come back.

Somewhere in the Scriptures it says "Think not of tomorrow." Most of my customers are good Bible students.

Good night.

WOOD RAINWATER.

TELEPHONES
BOULEVARD 3878-3876

JOHN PUHL, PRESIDENT
R. J. PUHL, VICE-PRES.

THE JOHN PUHL PRODUCTS CO.

FORMERLY CONDUCTED AS
CONDENSED BLUING CO.
MANUFACTURERS OF

**Little
Bo-peep**
"FLEECY WHITE" QUALITY
AMMONIA

John Puhl Products

615-625 WEST PERSHING ROAD
CHICAGO

**Little
Boy Blue**
ORIGINAL CONDENSED LIQUID
BLUING

May 18th 1925.

The Arizona Republican,
Phoenix, Arizona.

Gentlemen:

Your letter of the 28th received.
Also photo of that wonderful window display
which you exhibited for a week. We want to
compliment you on that job.

We are now entering on the fifth
year of advertising with you and we want to
tell you that it is the regularly excellent
service that you give us that has kept us
continually in your paper. The letters that
you have sent out to the grocers, the contact
you have maintained with our jobbers, the
window display work you have done and the
other courtesies you have rendered are all
greatly appreciated by us.

We are advertising in a great many
newspapers in many sections of the United
States. But the Arizona Republican is the
only newspaper in the United States that we
do advertise in, where we do not have our own
specialty salesmen working. This is because
of the excellent market you cover and the
fine co-operation you add to the value of
your advertising columns.

Very truly yours

JOHN PUHL PRODUCTS CO.

WK-AG.

William Keenan
TREAS.

Radio's Selling and Advertising Sins

ELECTRICAL RESEARCH LABORATORIES
CHICAGO, ILL.

Editor of PRINTERS' INK:

It is a very common fault of all radio advertisers to make ridiculous claims for their products. "Coast to Coast" is the slogan on everything from a one-tube set to a twelve-tube set. There is never any qualifying statement to soften the blow. The public is stung so often on this kind of advertising that eventually it becomes skeptical, and gun-shy. As a result, the ultimate buyer of radio doesn't have to believe the claims made in the advertisements. The unfortunate situation however, comes up when radio editors give over good columns of their space to some of these extravagant claims, since when it appears as news and not as an advertisement, it is believed. The type of news stories which are so prevalent usually carry the idea that new improvements and revolutionary things are on the horizon, and will be available in a very short time.

It is only natural for the radio buying public to gain the impression that today's receiver will be obsolete tomorrow. It is an absolute fact proved by several investigations we have actually made that many people who do not now own a radio receiver but who are financially able to own one, are still on the fence because they are afraid of buying something that will be out of date, and prefer to wait for the ultimate receiver. You know as well as we that the ultimate receiver is a long time off.

We also know that there are a great many receivers on the market today which are capable of and do deliver maximum satisfaction, and there is nothing to indicate that broadcasting will be changed in any way as to make these receivers out of date, next month, next year, or even five years from now.

In other words, there are a great many receivers on the market today which will continue to serve their purpose for a great many years to come and do a very splendid job of it. It is the writer's opinion that more people would own radio sets at the present time, if the newspapers did not carry stories of the vast array of new and revolutionary things which are going to appear in the radio field almost daily. We do not believe that the newspapers themselves realize what they are doing.

As a matter of fact, this propaganda about the expected changes in radio receivers has become so much of an epidemic that dealers themselves have the same general idea and as a result do not do justice to their stocks. They present their own proposition to their buyers in a very negative way. This, of course, is not universal but in the vast majority of cases, it is true.

ELECTRICAL RESEARCH LABORATORIES
J. F. QUINN,
Advertising and Sales Promotion Mgr.

THE merchandising and advertising sins of the radio in-

dustry are finding it out. And the industry seems to be trying to push the blame for its errors on to the shoulders of newspapers.

Who sent out the buncombe about the wonderful capabilities of some particular radio set? We don't believe for a minute that our correspondent thinks that some well-endowed benevolent institution wrote such copy. He knows as well as we do that radio manufacturers wrote such stuff themselves and put into it more exaggerations than they dared to put into signed display advertisements.

Our correspondent brings up another point: "New model" chatter.

Who sent out the buncombe about "new models"? Who tried to work the old game of stimulating business by continually bringing out new models—a vicious merchandising practice that in the end destroys a market since it unsettles those who have bought and causes all who might buy to hesitate and many times to decide not to buy. Certainly newspapers are not responsible, for the "new model" plan, as a sales stimulator, when repeatedly engaged in by a manufacturer, is a foolish endeavor to get business without the use of consistent advertising.

The radio industry could have avoided much grief had it been willing to try to learn from other industries the lessons of merchandising, selling and advertising. The problems that we have mentioned here and others that the radio industry is meeting, have been discussed for years in the columns of PRINTERS' INK.

It is the same story that we have told again and again, i. e., no matter how peculiar you think your business or industry is, look and see if someone has not already solved the problem that is worrying you, before you leap to grapple with it in the darkness.—
[Ed. PRINTERS' INK.]

Made Advertising Manager of Indianapolis "Times"

John L. Naylor has been appointed advertising manager of the Indianapolis Times.

Who Reads The Boston Sunday Newspapers?

An accurate comparison is impossible for Daily papers because of the many thousands of Evening editions sold downtown and carried to the suburbs.

Sunday, therefore, is the only day for fair comparison as the papers are largely home delivered at that time.

11 cities and towns in the Boston Trading Territory have an average of one automobile for every family. *The Sunday Globe leads in 10 of these 11 places.*

* * *

22 towns have 4 cars for every 5 families. *The Sunday Globe leads in 15 of these 22 places.*

* * *

38 towns have 3 cars for every 5 families. *The Sunday Globe leads in 26 of these 38 places.*

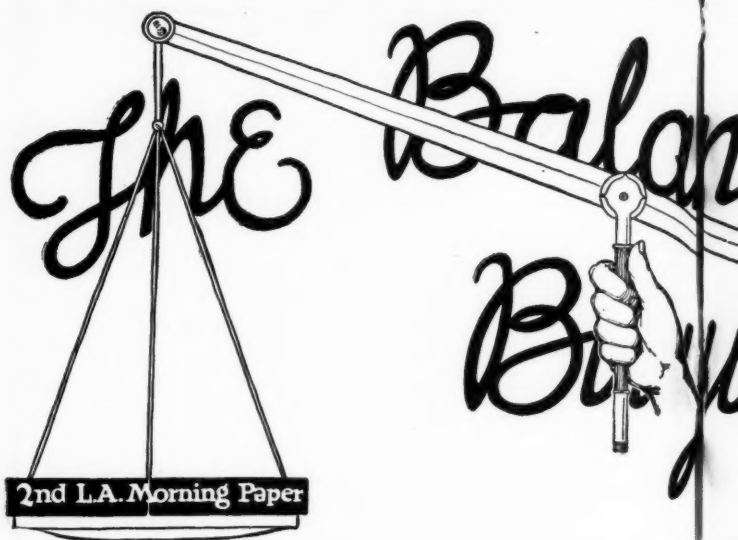
* * *

In the Boston Trading Territory (30 mile radius) the Sunday Globe has 20,000 more circulation than the next Sunday Paper, and its lead is found in the choicest localities.

For Substantial Circulation Use The

BOSTON GLOBE

The Leader in Boston for 31 Years



AFTER all, it's *buying power* you're after. Los Angeles Sunday Examiner readers *exceed* by \$180,633,063 annually, the buying power of the next Los Angeles Sunday paper in the purchase of Foodstuffs, Clothing, Furniture and Furnishings, Fuel and Light, and Miscellaneous Commodities.

In these same classifications, daily readers of The Los Angeles Examiner *exceed* by \$30,873,003 annually, the buying power of the next morning paper in Los Angeles.

165,000
Daily

Los Angeles



Largest Morning and Sunday Circulation

JOSEPH CONNELL
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. CHEW
Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Balance of Buying Power

The L.A. EXAMINER readers
\$180.633.063 more

ENTERPRISE
EXAMINER
NEWSPAPER OF THE GREAT SOUTHWEST

380,000
Sunday

circulation West of St. Louis

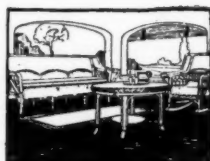


**SUNDAY EXAMINER
READERS BUY—**

\$168,986,322 worth
of Foodstuffs yearly



\$78,056,246 worth
of Clothing



\$34,901,230 worth
of Furniture and
Furnishings



\$56,582,559 worth
of Miscellaneous
Commodities

WM. H. WILSON
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

Children are the teachers of today

Children today are no longer "to be seen and not heard." They have very definite opinions about what they want—how they want it—and when. Also—they get it.

"Child Life" offers you the means of taking advantage of this great force. It is a magazine especially designed to go into the homes that want and can afford the best. Editorially, it is planned to entertain children and awaken their interests. In its pages of stories, features, articles, games, contests and pictures, mothers find a definite help. Only the work of nationally known authors and artists, of experts in child education and psychology, finds its way into "Child Life."

That this editorial policy is right, is proved by the fact that in a few years the circulation of "Child Life" has become the largest in its field. Scarcely a town of 2500 but is represented in our subscription list.

Hundreds upon hundreds of letters tell us that mothers are learning more and more to rely upon the advertising in "Child Life" as a guide in buying for their children and their homes!

Write us for information, figures, rates and a copy of "Child Life."



CHILD LIFE

The Children's Own Magazine

536 S. Clark Street

Chicago

RAND McNALLY & COMPANY

Publishers

"I Can't Advertise Because I Can't Spend Enough"

The Mohawk Rubber Company's Answer to the Manufacturer Who Does Not Advertise Because He Is Unable to Invest as Much as His Competitors Do

By W. B. Edwards

REASONS for not advertising change with the times. "I can't afford to advertise," is not heard so frequently these days. Neither is: "My product is different." But the place of these, and other, excuses for not adopting an advertising policy, is being taken by a new one: "I can't advertise because I can't spend enough."

The manufacturer who advances this objection is usually the owner of a fair-size business in an industry which is dominated by a number of tremendously large corporations. These big brothers of the industry are all heavy advertisers. The little fellow cannot hope to match their appropriations. The sums each of the industry's leaders invest in advertising is probably several times the smaller concern's total profits. They can buy a dozen full pages to one for the small manufacturer. The latter cannot use color; they can use it profusely. He is limited to a few mediums; they can use all worthwhile mediums without spreading their appropriations too thinly.

What is the small manufacturer—that is, small by comparison—to do? Curl up and go to sleep, advertisingly speaking? Many do. They are the manufacturers who say: "I can't advertise because I can't spend enough."

However, there are others who feel that, regardless of the sums invested for advertising purposes by the big fellows, it is still possible for them to make an impression with their smaller appropriations. The Mohawk Rubber Company, Akron, Ohio, makers of Mohawk automobile tires, is one of these organizations which refused to be awed into advertising silence by the large advertising

appropriations of the industry's leaders.

For the last thirteen years, the Mohawk company has been building tires of a high quality standard. Their logical market is among the owners of the higher-price cars.

Now, tire quality is a difficult thing to establish in the minds of automobile owners. It is an extremely intangible factor, determined by a large number of points concerning which the public is not at all interested. On top of this, was the handicap of an advertising appropriation which had to be extremely small compared with that of the large tire producers.

The problem, then, was twofold: an intangible had to be sold to an uninterested public and this difficult task had to be accomplished with an advertising appropriation that could not begin to compare with the sums set aside by the industry's leaders. This is how it was solved:

A list of class magazines was selected. Then, an unusual style of advertising was evolved. The illustrations are only thumb-nail size. The text has to carry the entire burden of attracting and holding attention.

"Boredom," is the caption to one of the advertisements. Below it, is a tiny illustration of a hat box and a fishing reel. The text reads:

There is nothing particularly interesting about an automobile tire.

Any woman would rather read about a new hat. Any man would rather think about a new casting rod.

The fact remains, however, that tires have to be bought now and then, and the money and physical comfort involved would seem to make the matter worthy of serious consideration.

The interesting thing about Mohawk Tires is simply this: By remembering them before buying you are enabled to forget them afterward.

The Mohawk Warrior Cord has set a

standard for mileage that no tire in its price class has surpassed. The *Mohawk Flat Tread Cord* has revealed what a tire can be built to do when quality and not cost is the goal of the builder.

These two superior tires (in the regular and balloon types) constitute the *Mohawk* line. *Mohawk* has never built a second or third grade tire.

It will be noticed that there is a vast difference between this advertisement and the usual run of automobile tire copy. There is no picture of a gigantic tire, no large type and talk about processes or materials. Not that such advertising is not effective—but *Mohawk* wanted to be different; had to be different, in fact.

What the company believed was that a simple statement of the principles and policies of the organization, made interesting in illustrations and text by allusions to incidents taken from history and literature, would not only gain attention but leave a definite impression of confidence and character. The copy just quoted does not refer to history and literature. But the following, captioned "Superlative," does, and in an interesting way:

"This was the *most unkindest* cut of all," cried Mark Antony over the dead body of Julius Caesar.

Shakespeare didn't hesitate to use a superlative here—he doubled it.

But the fact remains that superlatives are in bad repute. They have been overdone—particularly in advertising. Merchandising enthusiasm has overstepped itself a little. There has been too much emphasis of *best—greatest—most popular*.

Nevertheless, we are inclined to believe that superlatives are justified when they are *true*.

And when we make the statement that no tire ever built surpasses the *Mohawk Flat Tread Cord* in expert workmanship, quality material, advanced construction, and genuine sturdiness, we are simply stating facts which we know your own personal experience will confirm.

Naturally, such a campaign is not one from which to expect immediate results. However, the *Mohawk* company reports that dealers are continually hearing from it. It also reports that during the first six months of this year, while the campaign was running, sales increased 104 per cent over a corresponding period last year. This increase cannot, of course, be credited entirely to the advertising. However, the increase

has been so much greater than the average increase of tire sales in general that the *Mohawk* company is willing to give the advertising a just share of the credit.

British Government Advised to Advertise

The British Government has just been advised to spend \$10,000 daily in advertising for a period of a year or more. An educational campaign to stimulate the marketing and consumption in Great Britain of food products from its possessions, in preference to foreign products, is recommended by an advisory committee known as the Imperial Economic Committee. The committee was appointed by the Government early in 1924, when the country at the general elections refused to consent to imperial preferences through the operation of import duties on food products.

July Automobile Production Gains

The Department of Commerce reports July motor vehicle production of 357,883 passenger cars and 39,211 trucks. In July, 1924, there were 244,544 passenger cars and 26,391 trucks made. For the first seven months of 1925, a total of 2,294,583 pleasure cars had been produced. This is an increase of 97,962 over the figure for the same period last year.

J. S. Auer Joins E. Lyell Gunts, Inc.

J. Sterling Auer, formerly media manager of the Green & Van Sant Company, Baltimore advertising agency, has joined E. Lyell Gunts, Inc., advertising agency of that city, as production manager.

Timken Roller Bearing Net Profits Increase

The Timken Roller Bearing Company, Canton, Ohio, reports net income, after charges, of \$3,983,243 for the first half of this year. This is a gain of \$836,752 over the first six months of 1924.

Machinery Account for Campbell-Ewald

The Bucyrus Company, South Milwaukee, Wis., maker of heavy machinery, has placed its advertising account with the Chicago office of the Campbell-Ewald Company.

Appoints Kimball-Mogensen

The Glendale, Calif., *News* has appointed the Kimball-Mogensen Company, publishers' representative, as its national advertising representative.

**Fastest growth
in America
300,000
circulation
guaranteed
(yearly average net paid)**

**A circulation exceeded by only
eleven other newspapers in the
United States morning or
evening—yet**

**Only fourteen
months old!**

N. Y. DAILY MIRROR

**J. MORA BOYLE, Advertising Director, 55 Frankfort St., N. Y.
Western Office, 326 W. Madison St., Chicago, Ill.**

Aug. 27, 1925

"PRIDE OF MEMPHIS"

PANTAGES

MEMPHIS, TENN.

July 14th, 1925

Barron G. Collier, Inc.,
Candler Building,
New York City
Gentlemen:

I have had a street car contract for Pantages Theatre, Memphis, Tennessee, for sometime and recently, when I found that it was about to expire, I had fully determined to drop it. It was suggested to me that I make a test, seeing whether people read the car cards or not, and in 24 point type, across the bottom of my weekly card I requested those seeing the card to notify me of same by letter and a pass would be sent them free of charge.

These cards went in the street cars on Monday morning early, and Tuesday morning when I arrived at the theatre, my mail was "swamped" with requests for passes.

I immediately ordered these cards to be removed from the cars and they were covered up Tuesday evening by six o'clock. I continued to receive requests by the dozens throughout the entire week from the effect of having run one day.

In addition to this, in company with a representative of Barron G. Collier, Inc., I stood at the door of my theatre and asked 10 people coming in, if they rode the street cars and if they read the car cards. Eight of these people said they rode the street cars and read the car cards. One lived in the middle of the city and didn't ride anything. The other one was from out of town and had four hours between trains, and had gotten on a car to come up town and had come to this theatre from having seen my card on the street cars.

It gives me great pleasure to recommend street car advertising, as I personally believe that it is the greatest medium for a theatre, money can buy. Also the cost is only a fraction of what it would cost in any other way to reach the masses that we desire to reach.

With kindest personal wishes and again thanking you for the wonderful co-operation that has always been shown me by your local office, I am

Sincerely yours,
PANTAGES THEATRE

By Lloyd Dearth, Mgr.
Memphis, Tennessee.

STREET RAILWAYS ADV

PANTAGES

Now Playing

JAMES KIRKWOOD

LILA LEE

WANDERING HUSBAND'S

- AND -

Harold Lloyd in "NOW OR NEVER"

As A Test For This Ad. Write Manager Pantages Saying You Read This Ad. And A Pass Will Be Mailed You.

Was this test fair?

We had to produce results from 21 words crowded in one line to prove that the people read the other 16 words on the card which as you will see, were prominently displayed in 95% more space.

What other advertising medium could win against similar odds?



National Advertising Manager.

ADVERTISING COMPANY

Nova Scotia

New Brunswick



Quebec Ontario

Prince Edward Is.



a lot
of money

IT is estimated that Canadian Radio Sales quota for 1925 will be \$40,500,000.00. The way to get your share of this expenditure (which we all must admit is "a lot of money") is to advertise early this Fall in

The Daily Newspapers of Canada

Your agency will give you facts and figures

Pacific Market

	Population	Newspaper
Vancouver 175,000	Province
Victoria 80,000	Colonist

Prairie Market

	Population	Newspaper
Winnipeg 280,000	Free Press
Winnipeg 280,000	Tribune
Edmonton 70,000	Journal
Lethbridge 15,000	Herald
Calgary 75,000	Herald
Regina 35,000	Leader & Post
Saskatoon 31,000	Phoenix & Star
Moose Jaw 20,000	Times & Herald

Maritime Market

	Population	Newspaper
Halifax 75,000	Herald & Mail

Ontario Market

	Population	Newspaper
Toronto 650,000	Globe
Toronto 650,000	Telegram
Hamilton 121,000	Spectator
London 70,000	Advertiser
London 70,000	Free Press
Kingston 25,000	Whig
Kitchener 30,000	Record
Peterboro 25,000	Examiner
Brockville 12,000	Recorder-Times

Quebec Market

	Population	Newspaper
Montreal 839,000	Gazette
Quebec 117,500	Le Sol'il (French)
Sherbrooke 25,000	La Tribune (French)

Manitoba

Saskatchewan



Alberta

British Columbia

Bulb Embargo Won't Harm Advertising

To the Contrary, It May Open Up a Large New Field for Advertising to Operate In

*Washington Bureau
of PRINTERS' INK*

A DETERMINED fight by certain interests is being waged against the decision of the Secretary of Agriculture to exclude certain varieties of imported bulbs against the first of the year. Many letters of protest from dealers, seedsmen, members of garden clubs and others, are deluging Congressmen and the officials of the Department of Agriculture. A certain percentage of the letters base their arguments against the embargo on the fact that the excluded varieties have been extensively advertised.

These arguments generally contend that the bulbs should not be excluded because if they are, advertisers will lose their investment in past advertising and their volume of future advertising will be seriously curtailed. But even a casual investigation shows that these claims are decidedly unfair and misleading, and that the advertising industry cannot afford to shoulder the responsibility of any such pretext.

There are three advertising phases of the subject that are pertinent. The first is not reassuring, and should have the attention of the regulatory organizations. It involves the publication of "your last chance to purchase" copy by several advertisers who are misleading the public into the belief that all imported bulbs are to be excluded. Evidently, many people are under this misapprehension. Judging from their letters of protest, all of those who have written the department have been sadly misinformed. The truth is that the importation of only a comparatively few varieties of bulbs is to be restricted.

The second phase involves the probable effect of the restricted importation on the normal advertising of bulbs by importers and

seedsmen, and the third is concerned with the advertising and development of a new American industry.

In discussing the last two phases, the other day, E. R. Sasscer, entomologist and executive officer of the Federal Horticultural Board, explained that the only important bulb which, on account of grave pest dangers, will be added to the restricted list, beginning with 1925, is the Narcissus, including daffodils, paper-whites and other varieties. Certain other bulbs of minor importance were originally under restriction, and they will be again placed on the list.

"Two years ago," Mr. Sasscer continued, "the restrictions were lifted for a three-year period to give our growers an opportunity to develop the production of the bulbs to meet the home demand. This action was taken following an important interstate and international conference held at the department October 30, 1922, at which the whole subject of the restrictions on the entry of bulbs was given a thorough review. It was brought out during the conference that the production of certain of the restricted bulbs had not been undertaken in the United States, and that they were practically unavailable to the public. To meet the immediate demand, eight kinds of bulbs which formerly had been restricted were placed on the free list for a three-year period to give ample opportunity to our growers for the establishment of commercial production in this country.

"The dangerous risk involved in the importation of Narcissus bulbs was also clearly brought out at the conference, and was the basis of the decision to bring this class of bulbs under restriction at the end of the three-year period.

"I am at a loss to determine

just how advertisers are to be seriously injured by this restriction. It is true that the importers and seedsmen will have a few less items to advertise next year; but I cannot believe that the normal volume of advertising will be affected in the slightest degree. It is a fact that more bulbs are coming into this country now than prior to 1919 when there were no restrictions whatever on their entry.

"The most dangerous of the pests we are guarding against are two bulb flies and an eelworm. Undoubtedly, it will startle many people to learn that our annual cost of fighting all insect pests in this country has now reached a total of about \$2,000,000,000. The fight requires an average of two hours a day the year round on the part of every farmer in the United States. If you include the value of the products destroyed you will have to multiply two billion several times to determine the nation's loss. And at least 80 per cent of all our pests we imported from Europe.

"In these facts, I believe, there is tremendous significance for the advertising industry. Billions of dollars of products that should be advertised are entirely lost because of pests. Unrestricted importation of bulbs might result in the destruction of all of our bulb plants, and then advertising would suffer a substantial loss. That this is not impossible is indicated by the fact that practically all of our American chestnut trees have been killed by an imported pest.

"In my opinion, the home growing of bulbs should be encouraged. This means a new American industry of considerable magnitude. Its development will require advertising and will, in turn, offer almost unlimited opportunities for the development of advertising. The department is advised that substantial progress has been made in the establishment of such an industry, and that the outlook is favorable for the successful supplying of the American demand for bulbs with home-grown products within a few years. ...

"This development will not be hampered in any way by the restrictions. After 1925, there will be afforded, under the quarantine, ample opportunity for the importation of Narcissus and other seed bulbs for planting stock and the introduction of new varieties."

Slogan Clearing House a Protection to Advertisers

A. ROWDEN KING, INC.

NEW YORK

Editor of PRINTERS' INK:

We would appreciate it very much if you would record in our name the slogan which we have used for many years now: "Art for Mart's Sake."

We have noted several of our competitors who have used phrases somewhat approaching this exact phraseology and we have feared the day when somebody might use it exactly, in which case it might result in controversy.

In our opinion, your Slogan Clearing House is an excellent idea and it may do much more for the advertisers of the country in protecting them in their rights to their slogans than any of the authorities at Washington.

A. ROWDEN KING.

William J. Benn to Leave "Textile World"

William J. Benn, for the last eight years Western manager of *Textile World*, New York, will retire from active business on September 1. He was formerly secretary of the Keystone Publishing Company, Philadelphia, and had charge of its circulation department for eighteen years. Mr. Benn plans to make his residence in Miami, Fla. M. C. MacKenzie, who has been Mr. Benn's associate at Chicago for six years, will take charge of the Middle Western territory. H. G. Seed, who has been located at Cleveland, will take over Ohio, Western Pennsylvania and Buffalo.

Simmons Company Profits Rise

Net profits of the Simmons Company, Chicago, bedroom furniture and bedding, were \$2,010,376 for the first six months of the fiscal year, after a reserve of \$526,676 for depreciation. This is \$836,256 more than was earned in the first-half of last year.

L. R. Fountain to Leave "American Architect"

Lester R. Fountain, for the last three years in charge of Eastern advertising for *The American Architect*, New York, has resigned. On September 1 he will become sales manager of the Craftex Company, Boston, maker of textured wall material.

"As Pleased as Punch!"

The butler likes the horse radish and he likes the container it comes in. The bottle has been opened before, yet the horse radish is as fresh and piquant as when sealed at the factory of Williams & Co., of Seattle and Portland, on the Coast.

The most delicate sauces or the fullest-flavored relishes retain all their original qualities when sealed with the Amerseal. This cap, wonderful in its simplicity, is removed or replaced by a slight turn of the fingers, yet its closure is always air-tight.

The scientific mechanical construction of the Amerseal enables the container to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely secure and air-tight closure, yet easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal *YOUR* Product

A Better "Seal-and-Re-seal" Is Not Possible

AMERICAN METAL CAP COMPANY

Brooklyn New York

Branches in the following cities:
 Chicago St. Louis Portland
 Cleveland Los Angeles Seattle
 Detroit San Francisco Louisville



*Williams
Horse Radish
is Amersealed*

Designer Serial is

To-day—a Best-Seller



*America
says:*

"A real book . . . done by a master's hands.
Sinclair Lewis . . . can stand among the
great ones as a man with the divine gift."

William Allen White

"Greater improvement
on 'Babbitt' than 'Babbitt'
was on 'Main Street'."

Atlantic Monthly

The DELINEATOR and the DESIGNER

THE BUTTERICK COMBINATION

CHICAGO NEW YORK SAN FRANCISCO



s
er

Book of the Year on Two Continents

*England
says:*



"The book is an unending delight."

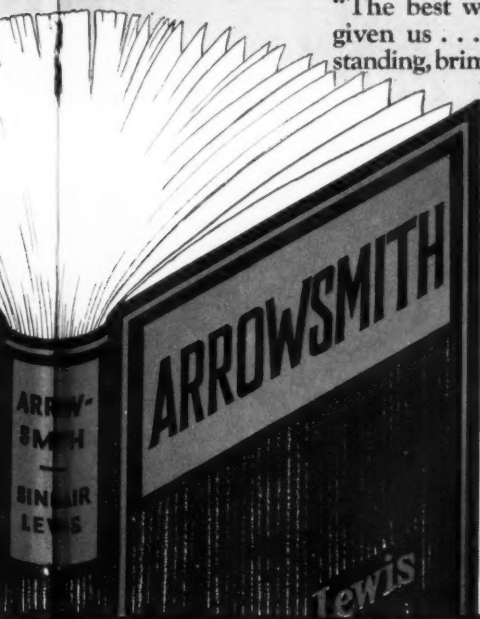
The New Statesman

"A stupendous performance."

Manchester Guardian

"The best work he has yet
given us . . . rich in under-
standing, brimming with fun."

London Times

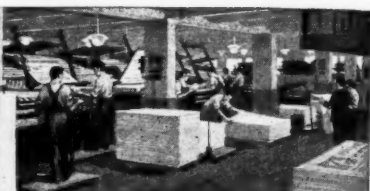


Last year

"ARROWSMITH"

*was enjoyed by
Designer readers
as they are now
enjoying next
year's best-seller,*

"THE BLIND
GODDESS," by
ARTHUR TRAIN



A Plant To Inspire

ALL the words we might spread upon these pages could not possibly equal one visit to our plant.

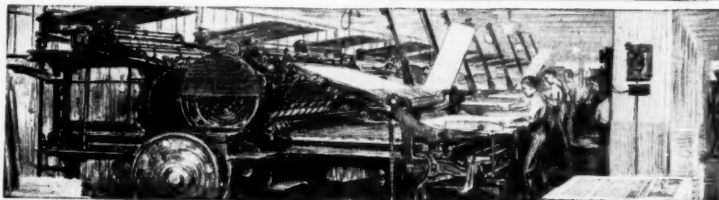
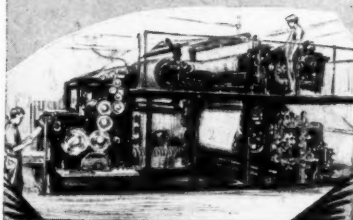
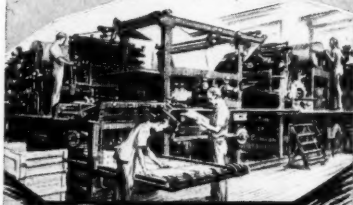
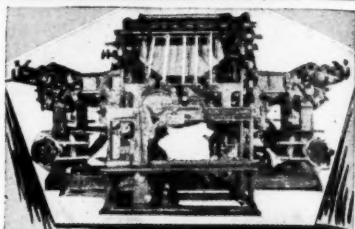
If you are a big buyer of printing you positively owe yourself this visit to a house whose versatile equipment is an inspiration to greater work.

The only obligation involved is an obligation to see for yourself!

**Isaac Goldmann
Company**

80 Lafayette St., New York

Printers since 1876



There's Plenty Wrong with "Dear Sir" and "Very Truly Yours"

They Serve No Useful Purpose and Merely Constitute So Much Waste Motion

By Charles A. Emley

Sales Promotion Manager, De Long Hook and Eye Company

E. P. CORBETT in his article in *PRINTERS' INK* of August 13, entitled: "Nothing Wrong with 'Dear Sir' and 'Very Truly Yours,'" raises some interesting points.

He asks why the abolitionists do not omit the name and address as well as "Dear Sir" and "Very Truly Yours." I repeat, why? The name and address, "Dear Sir" and "Very Truly Yours," it seems to me, are superfluous and add nothing to the effectiveness of a letter. The name and address on the envelope is enough. Why go to the trouble and expense of writing them again at the beginning of the letter?

As for salutations and complimentary closings being marks of courtesy, doubtless some of you who are reading this have recently received letters that inspired you to take some action. Do you recall whether these letters bore salutations and complimentary closings? I have about 200 letters, collected during the last few years, which I consider good letters. I do not know which bear salutations and complimentary closings although they have all been read with exceptional care. If we pay such scant attention to the salutation and complimentary closing, I contend, these formalities do not fulfill their mission as marks of courtesy.

Mr. Corbett further maintains that even if the salutation and complimentary closing are useless it would be dangerous to drop them at once because their use has been firmly established by custom. He believes that if they do not add to the effectiveness of letters, business men will eventually find it out and drop them gradually.

I wonder if they will. Despite the years of effort to eliminate the

trite phrases in vogue decades ago, thousands of letters freighted with superfluous phrases are dumped into the mail boxes every day. In the light of this, doesn't it seem likely that unless somebody makes an effort to determine definitely whether or not salutations and complimentary closings serve a useful purpose that the majority of business men will continue to use "Dear Sir" and "Very Truly Yours"?

WRITE AS YOU TALK

Mr. Corbett also declares that we do not write as we talk. That's true when what we write is meant for publication. But there is, or should be, a marked difference between what we write for publication and what we put into a letter.

A letter, as I see it, is a substitute for a face-to-face conversation. It is more personal than any other kind of written message. Therefore, it should be, as nearly as possible, a transcript of what we would say to the man at the other end if we were sitting opposite him in his office.

"Well," you ask, "in view of what you've just said, how would you begin a letter to a man you had never seen or heard of who had inquired about your product or service?" Here is one way:

"Thank you, Mr. Jones, for your letter of June 16."

"But," you come back, "suppose Mr. Jones' firm has a hard-and-fast rule that all letters shall be addressed to the firm and not to any individual in it?" In that case, I should write "Mr. S. B. Jones, please" where the salutation is ordinarily written.

The above, of course, applies to dictated letters. If I were writing

a form letter to several hundred or several thousand firms, I should use either a heading or, to avoid breaking the rules of firms that insist upon all letters being addressed to the firm, I'd write something like this in the space usually reserved for the salutation: "Purchasing Agent, Please," "Advertising Manager, Please," etc.

As a matter of fact, the De Long Hook and Eye Company adopted the foregoing plan three years ago and no one has yet charged us with being discourteous nor have our mail sales fallen off.

Frank E. Davis Fish Slogan Registered

FRANK E. DAVIS FISH COMPANY
GLOUCESTER, MASS., Aug. 19, 1925.
Editor of PRINTERS' INK:

I am not certain whether or not I have registered in your Slogan Clearing House, the following: "Right from the Fishing Boats to You." This is a slogan which has been used by the Frank E. Davis Fish Company for the last ten years and if it is not already registered, will you kindly register it now?

FRANK E. DAVIS FISH COMPANY,
RICHARD W. FREEMAN,
Advertising Manager.

W. C. Freeman Joins Sheffield-Fisher

Walter C. Freeman, who has been in charge of advertising and service work for the John P. Smith Printing Company, Rochester, New York, has resigned. He will be associated with the Sheffield-Fisher Company, Rochester.

New Accounts for Boston Agency

The Shoe Tread Corporation, manufacturer of the Wescott sole, and the Hoague-Sprague Corporation, paper box maker, have appointed the O'Connell-Ingalls Advertising Agency, Boston, to direct their advertising.

Leon Kelley with E. T. Howard Agency

Leon Kelley, formerly vice-president of Hewitt, Gannon & Company, Inc., has joined the staff of the E. T. Howard Company, Inc., New York advertising agency.

Elfenbein Agency Incorporates

The advertising agency business conducted at New York by Julian Elfenbein has been incorporated and will be known as Julian Elfenbein, Inc.

Credits Advertising for Success of Kimlark Rugs

The Kimlark Rug Company, Neenah, Wis., maker of Kimlark woven rugs, in reporting to *PRINTERS' INK* its advertising plans for the coming year, states that, within a short space of time, it has become one of the largest producers of fiber rugs in the United States. Much of this success, the company says, is due to the aggressive advertising which has supported its product.

Newspapers will be the principal medium used in the company's advertising plans for the coming year. This advertising will appear in a list of seventy-five newspapers located in the most strategic cities from the standpoint of Kimlark distribution. This account is directed by Henri, Hurst & McDonald, Chicago advertising agency.

New Accounts for Tiffany-Bayless

The Betteher Stamping & Manufacturing Company, Cleveland, pressed steel, has placed its advertising account with The Tiffany-Bayless Company, advertising agency, also of Cleveland. Business papers will be used.

This agency has also been appointed to direct the advertising of the Manufacturers' Oil & Grease Company, Cleveland. It is planned to use farm papers for this account.

A. B. Lukens to Join New York "Evening Sun"

Alfred B. Lukens, for three years a member of the soliciting staff of the American Press Association, has resigned. On August 31 he will join the national advertising staff of the New York *Evening Sun*.

C. J. Cole, Jr., who has been with the George Batten Company for the last two years, will succeed Mr. Lukens.

Fairbanks-Morse Net Profits Gain

Fairbanks-Morse & Company, Chicago, makers of gas and oil engines, scales, pumps, etc., report a net profit, after charges, of \$1,277,738 for the first half of 1925. This compares with \$979,540 in the same period of the previous year.

Marinello Appoints Vanderhoof Agency

The Marinello Company, New York, toilet preparations, has placed its advertising account with Vanderhoof & Company, Chicago advertising agency.

Economist Group Transfers Paul Miller

Paul Miller, who has been with the St. Louis office of the Economist Group, has been transferred to the headquarters office at New York.

**1st in
ALBANY**

**1st
A**

**1st
A**

**1st
A**

**1st
A**

**Advertising Leadership
speaks for itself**

According to De Lisser Bros.
Advertising Audit, The Times-
Union is first in the following
important classifications

First in:

National
Local
Department Stores
Amusements
Automobiles
Motor Accessories
Foods
Furniture
Men's Wear
Women's Wear
Shoes
Musical Instruments
Jewelry
Drug Stores
Toilet Articles, Medicines
Travel
Miscellaneous

Representation

VERREE & CONKLIN

Incorporated

New York City San Francisco
Kansas City Chicago Detroit

The Times-Union

Albany (Capital City of) New York

This Unique Direct-Mail Campaign Solved a Common Problem

It Gained the Interest of Prominent Men and Created Sales in a Round-about Way

By H. L. Nagel

New Business Manager, Wagner Electric Corporation, St. Louis

ABOUT three years ago, we began to use a direct-mail advertising idea to help solve our problem of selling motors and transformers to electric light and power companies. At that time, we intended to use only six pieces of mail literature. But those six pieces met with such favor and brought such satisfactory returns, that we have continued the original campaign year after year and still find it all that we hoped the original series would be. This is particularly significant in view of the fact that, although we have changed many of our other forms of advertising in that time, we have not changed the essentials of this method.

To show what our problem was, let me sketch briefly the problem of the utility company we seek to sell. Day after day, just as regularly as the sun comes up, the electric light and power company meets its consumers direct. Day by day, it manufactures its product and because it cannot store electric current, it must sell it daily. Over \$5,000,000,000 is invested in this industry, and the financing problems are many.

It was inevitable that men in political office should become interested in any proposition that is so gigantic and that directly concerns voters so intimately. There is bound to be a decided political tone to the utility company's relations with its consumers, and the creating of good-will among these consumers, in order to make the political aspect as insignificant as possible, is one of the electric light and power company's biggest jobs.

With this view of the situation confronting the electric light and power companies before us we came to realize that if we could

do anything to help create consumer good-will for them it would reflect to our advantage. We decided that the best way to reach this market of ours was by building up good-will for these electric utilities and by letting them know that we were doing this. How? Should we use one method to work up good-will and another to tell the companies about it? Or could we use one shot to hit both marks?

We decided that the ideal way was, if possible, to aim at two targets and shoot once. If we could hit one direct and make the shot hit the other indirectly, we should be getting all we wanted out of that single shot. That is what we have been doing about six times a year for the last three years with our direct-mail campaign.

AN UNUSUAL MAILING LIST

In its final shape, our plan consisted of a series of four-page folders the two inside pages of which presented some one of the problems of the electric utilities. These folders went to United States Senators, members of the House of Representatives, State governors, cabinet members, bankers, mayors of large cities, prominent jurists, publicists, members of State public service commissions, editors of newspapers and periodicals and others who influence public opinion.

Placing the point of view of the electric company before the public man whose influence on the company's consumer is very great, was our direct hit. The indirect shot was the sending out of these same folders to the utilities who were our own market.

Without making any changes in

LOYALTY!

The loyalty of a member to his fraternal organization is difficult to measure. Certain it is, however, that the loyalty with which he regards his *Fraternal Paper* is something quite apart from his attitude toward *other* periodicals and newspapers.

The fraternalist feels a peculiar sense of obligation toward those who, with their advertising, assist his paper. Every subscriber and every reader takes a proprietary interest in it. He wants to see it prosper and succeed, and he also wants to "*Do the Right Thing*" by those who use its columns to reach him.

The *Advertiser* can capitalize on this loyalty if his product is such that it can be conscientiously approved by the publisher.



The Fellowship Forum

A National Weekly Newspaper Devoted to the Fraternal Interpretation of the World's Current Events

JAMES S. VANCE, *General Manager*

219 G Street, N. W.

Washington, D. C.

National Advertising Representatives

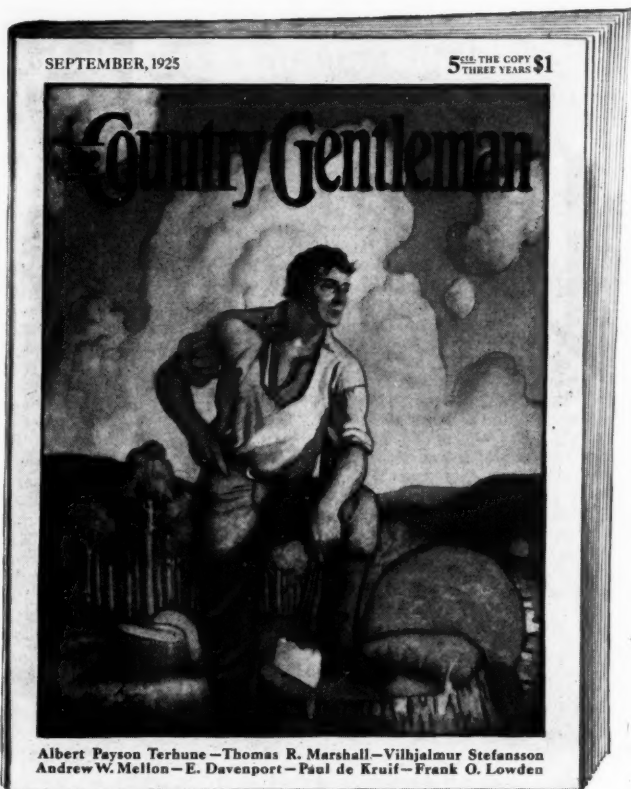
Western Manager
HARRY R. FISCHER Co.
700 Mallers Building
Chicago, Illinois

Southern Manager
GEO. M. KOHN
704 Walton Building
Atlanta, Ga.

Eastern Manager
SAM. J. PERRY
1480 Broadway
New York, N. Y.

Circulation, Net Paid, Sworn 315,000

The FELLOWSHIP FORUM is the password to the Fraternal homes of America.



With the
September Issue, Out Today,

The Country Gentleman

**BECOMES A MONTHLY
MAGAZINE**

Announcing the NEW MONTHLY *The* Country Gentleman

THIS change is the logical development of the editorial policy we initiated some months ago—a policy which has won us many new friends. It permits the widening of editorial scope and interest requisite to make *The Country Gentleman* the foremost magazine in America for people whose homes, or whose interests, are in the country.

The September issue—out today—contains 164 pages. It is printed on the same quality of paper as that used in *The Saturday Evening Post* and carries illustrations and advertisements in color.

Here are some of the authors and articles that appear in the September issue:

EX-GOV. FRANK O. LOWDEN

SHORT STORIES

VILHJALMUR STEFANSSON

MODERN MARYS and MARTHAS

ALBERT PAYSON TERHUNE

GARDENS, CROPS, FRUITS

POULTRY, LIVESTOCK AND

ANDREW W. MELLON

RADIO FOR EVERYBODY

E. DAVENPORT

HENRY FORD'S DANCING CLASS

THE OUTDOOR BOY

GIRLS' LIFE

HANDY MECHANICS

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Country Gentleman

The Saturday Evening Post

The Ladies' Home Journal

copy, we mailed the folders to our prospects with a note that told what kind of men were receiving and reading this material. Instead of using a secondary mailing to let the electric companies know what we were doing in the way of creating good-will for the entire industry, we just permitted these folders to speak for themselves. They appealed indirectly, but they appealed strongly.

We used fine paper and printing, made a double fold for the four pages, gave the message on the two inside pages and put the company's seal on the back page. To make the greatest possible bid for the attention of the man to whom the folder was sent, his name was printed on the front cover. We figured that the cost of putting these individual names on each piece would pay for itself because it would make those prominent and busy men read the folder.

One man who got a folder later asked if it wasn't very expensive to set up and print each individual name. Yet, he went on to say that he never read sales literature, but that his office boy refused to throw this folder out with the day's accumulation. The result was that it reached its destination, entirely due to the use of the individual name. We had many unsolicited letters telling how the folders impressed readers.

But to make a more exact check on the effect of the initial campaign of six pieces, W. A. Layman, president of our company, sent out a letter on July 30, 1923, to those who had received the folders. The letter was intended to get an indication of the reactions following receipt of the folders. However, it did not baldly ask: "Did you get our folders?" Instead, it was written in such a way as to make it easy to answer, because it asked each man what his thoughts were on Government and private ownership of public utilities.

Answers came in from the Governors, Senators, Congressmen, public service commissioners and other types of men the folders reached. The comments were in-

teresting in themselves, but their most important feature was acknowledgement of the folders and appreciation of them. One Congressman, for example, asked for an extra set, saying that he was using the original set in clippings for his official record files and that he wanted the extra complete set for personal use. This showed us that the campaign was producing the good-will results we wanted.

Then, these replies themselves became useful in showing the central station companies what results we were getting for them. We had photostatic copies made of the letters, and our men used them as concrete evidence to show our customers.

So the campaign was extended, and is still running today. Its effect on the consumers of our equipment continues to be as great as on the people who receive the folders direct and whose opinion we seek to mold. Naturally, we look for results in our contacts with customers. That interests us most, and here are a couple of cases which show what this campaign has done.

SALESMEN FOUND ROAD PAVED

Just recently, our Kansas City district manager went on the road and visited those men to whom we sent folders. The result invariably was that he was able to reach the really big man instead of only getting as far as a subordinate.

Another one of our district managers was up against the job of making himself seen in the general scramble for the outside business of one of the big syndicates. This syndicate, which controls many central electric stations, supplies most of the equipment for its own group. The remaining business is distributed among individual manufacturers like ourselves. After the president of this central station had been sent our folders, our sales manager, who had not been getting any of the outside business, was able to go direct to the president and talk to him. The president then put our name on the preferred list and the

sales manager later got real orders. Our salesmen, today, are reaching presidents because of the introduction they get through these folders, so we can see that the indirect shot is hitting the mark solidly.

The text which follows is typical of that used throughout the folder series:

The New Ownership of Public Utilities. A new form of public ownership of the electric light and power companies affording maximum benefit both to the companies and to the public, is rapidly coming into general practice, through the sale of stock in the respective companies to their employees and customers. By this practice, the interests of the people are doubly bound up with the prosperity of the companies and the loyal co-operation of employees is similarly enhanced. Communities largely made up of shareholders in the local electric light and power company take a more active interest in its business and acquire a better understanding of its needs.

As Secretary Hoover stated in a recent address: "Over two million of our people have invested their savings in this industry."

Fact statements by the National City Bank of New York and the Metropolitan Life Insurance Company follow. They amplify our point that the electric utility is very close to every citizen. We close with:

"The business of the electric light and power company is the business of every citizen it serves. It is important to each such citizen that its management be efficient, that the regulations imposed upon it by public authority be wise and just and such as shall afford it the fullest opportunity to conduct its business on a sound economic basis, maintain its service at the highest standard and to extend that service in step with the needs of the community."

Then we tell recipients why they are getting the folder in these words:

"Published in the interest of a better public appreciation of the Electric Light and Power Industry by an organization which, through more than thirty years of contact with that industry, has witnessed, in the growth of Electric Light and Power Service—from obscure beginnings to its present magnitude—a development

that has done much to elevate American standards of living, to furnish a sound investment for more than 2,000,000 people, and to enlarge the resources and prosperity of the nation." Our name is signed to this.

One recent folder took up the problem of helping the electrical industry help the farmer. After pointing out the possibilities in electrification of the country's farms and showing how experiments are being tried out by electrical companies, the keynote was sounded with:

The extension of electric light and power service to the electrification of farms, depends entirely on the encouragement to capital evidenced by fair and reasonable public regulation which will stimulate investment of and insure safety to the vast sums of money this service will require. Because electrification of the farm with central station energy is of such vast importance to the country as a whole, every influential individual in either politics or business should wholeheartedly endorse active co-operation of State and Federal organizations with the electric light and power companies for the economic rural distribution and utilization of central station power.

Fundamentally, this direct-mail effort of ours is an attempt to get business from a certain group by helping that group to increase its own business. The actual method used is to work actively to help that group and show the individual companies in it what we are accomplishing. Our business follows naturally, for the other fellow always becomes interested in the fellow who is helping him. This ultimate result of increased sales for ourselves, comes from the direct shot at the man who can help or hinder the industry's business and from the indirect shot at the companies themselves—both with one direct-mail folder.

M. A. Abel with Florida Realty Company

M. A. Abel has been made advertising manager of the Phillips Florida Land Company, West Palm Beach, Fla. He was formerly an account executive with Julian J. Behr, advertising agency, Cincinnati, and advertising manager of The New Jersey Distributing Company, Trenton, N. J.

again

NATURE IS GOOD TO THE NORTHWEST

TWO successive "bumper crop years" in the Northwest . . . each time with like favorable conditions for **GOOD** prices.

That is the stimulating substance of the United States Department of Agriculture July crop report.

So far as the Northwest is concerned the report contains not a flaw . . . not a depressing item.

If the Department intended to "boom" the Northwest it could not have compiled figures more to the purpose. Yet the statistics are without comment . . . coldly analytical . . . the dry-as-dust stuff out of which the best expectations are realized.

Last year the Northwest got out of debt . . . paid delinquent taxes and got along pretty well. This year's debts are negligible. Taxes are less than in 1924. **THERE IS PLENTY OF CASH ON HAND.**

The Northwest raises bread . . . meat . . . butter . . . potatoes . . . the indispensable articles of every dinner. The Northwest feeds the nation. This year, as last, the six Northwest states will reap a bountiful harvest and get good prices . . . and each one of these states is St. Paul Trade Territory.

The more sales you expose yourself to, the more sales you will make. Business is good up here. Here's the place to go after more business.

St. Paul Dispatch St. Paul Pioneer Press

In the towns within a 100-mile radius of St. Paul and Minneapolis, these papers have a Sunday circulation of one paper to every 2.6 families.

In the 25 largest cities and towns of Minnesota outside of the Twin Cities, these papers have a daily circulation that is greater than that of all other Twin City newspapers combined.

In St. Paul, these papers go into 86% of the 54,000 English-reading homes of St. Paul, regularly by carrier . . . morning, evening and Sunday. With the addition of newsdealer and street sales the total net paid city circulation PROVIDES ONE PAPER TO EVERY ENGLISH-READING FAMILY IN ST. PAUL.

Morning, evening and Sunday home-delivered circulation gives assurance of covering not only the homes, but also reaches every member of the family, regardless of preference for a morning, evening or Sunday newspaper.

SUCH unique coverage of the homes and within the family, not only in St. Paul but also in the other cities and towns of Minnesota . . . CANNOT BE COMPARED with that of any other Twin City newspaper. No other Twin City newspaper has anything like it to offer at any price. There is but one other city in the United States that we know of where a paper has such contact with the people in their homes, morning, evening and Sunday.

AND this unequalled home coverage is available to advertisers at a cost per home LOWER than that of any other Twin City newspaper.

O'MARA and ORMSBEE, Inc., New York
CHICAGO DETROIT SAN FRANCISCO

Complete rate card and circulation figures are listed
in Standard Rate and Data Service.

Supplementary List of House Magazines

An Additional 180 Names Are Added to the 1,000 Which PRINTERS' INK Has Already Published.

IN the issue of July 2, PRINTERS' INK published the first instalment of its revised list of house magazines. This instalment contained 200 names. Since then, four additional instalments have been published, each listing an equal number of house magazines, thus making a total of 1,000 names. These four instalments appeared in the following numbers: July 9, July 16, July 23 and July 30.

Since the publication of these five instalments, the names of 180 house magazines, not originally listed, have been secured. These are published below as a separate alphabetical list.

It is intended shortly to reprint the entire compilation of 1,180 names. The reprint will be issued as one complete alphabetical list. It will be sold for 25 cents, the charge being designed to cover the cost of printing. Copies may be secured by writing the Research Department of PRINTERS' INK.

(Key to symbols: "A."—Agents. "C."—Customers. "D."—Dealers. "J."—Jobbers. "P."—Prospects. "S. O."—Sales Organization. "U. C."—Ultimate Consumers.)

- Abbott Laboratories, Chicago: "Medical Methods." Doctors.
- Albers Bros. Milling Co., San Francisco, Calif.: "Albers Egg Maker." Poultry Raisers.
- American Appraisal Co., Milwaukee: "American Appraisal News." Accountants, Bankers, Engineers and Clients.
- American Biscuit Co., San Francisco, Calif.: "American Merchandiser." D.
- American Electric Service & Maintenance Co., Springfield, Mass.: "Electric Service." Public Utility and Electric Power Plants.
- American Stove Co., Lorain, Ohio: "Magic Chef." D.
- American Thermos Bottle Co., New York: "Thermos Trade Mark." D.
- Anchor Coal Co., Cleveland: "Anchor Coal Magazine." D.
- Appelwhite Co., Blake D., Wilmington, N. C.: "Friendly Fred." C.
- Armand Co., Des Moines, Iowa: "Armand Broadside." D.
- Associated Oil Co., San Francisco, Calif.: "Record." D. and Stockholders.
- Atlanta Georgian & American, Atlanta, Ga.: "Retailer." D.
- Atlantic City Press-Union, Atlantic City: "Tradesmen's Link." D.
- Automobile Mutual Insurance Co., Boston: "Insurance Topics." Policyholders.
- AutoStrop Safety Razor Co., New York: "Valet AutoStrop Topics." D.
- Baker, Pentress & Co., Chicago: "Basing Points." Lumber and Paper Trade.
- Bee Dee Stock Medicine Co., Chattanooga, Tenn.: "Bee Dee Tips for Salesmen." J. and Salesmen.
- Better Brushes, Inc., Palmer, Mass.: "Better Booster." S. O.
- Bettmann-Dunlap Co., Cincinnati, Ohio: "Dunlap Dealer." D.
- Bird Investment Co., Hays, Kansas: "Bird Investment Company." Farmers.
- Birmingham News, Birmingham, Ala.: "Merchandising News." D.
- Birmingham Post, Birmingham, Ala.: "Market Master." D.
- Black & King, Everett, Wash.: "Office Economist." C-P.
- Blue Diamond Co., Los Angeles, Calif.: "Whiz Bang." D. Architects, Contractors.
- Blue Valley Creamery Co., Chicago: "Blue Valley Bulletin." Cream Producers.
- Boston American, Boston: "Grocers' and Druggists' American." D.
- Boston Herald-Traveler, Boston: "Business News." D.
- Botsford-Constantine Co., San Francisco, Calif.: "Merchandising Bulletin." C-P.
- Breinig Brothers, Inc., Hoboken, N. J.: "Breinig Brushfuls." D-J.
- Bridgeport Post-Telegram, Bridgeport, Conn.: "Retailer." D.
- Briggs-Weaver Machinery Co., Dallas, Texas: "Southwestern Machinery." Power Plants.
- British Columbia Electric Railway Co. Ltd., Vancouver, B. C., Canada: "Buzzer." Car Riders.
- "Utility Topics." C.
- Broadway-Subway Adv. Co., New York: "Naborhood Dealer." D.
- Bruce Co., E. L., Memphis, Tenn.: "Bruce Monthly." C-P.
- Buffalo Courier, Buffalo, N. Y.: "Contact." D.
- Buffalo Evening News, Buffalo, N. Y.: "Ad-Visor." D.
- Buffalo Times, Buffalo, N. Y.: "Connecting Link." D.
- Burg & Sons, M., St. Paul, Minn.: "Within the Home." U. C.
- Burke Co., J. W., Macon, Ga.: "Business Bringer." C-P.
- Byrd Press, Inc., William, Richmond, Va.: "Printalks." C-P.
- Cable Piano Co., Chicago: "Cable Corner." Music teachers who sell pianos.
- California Cotton Mills Co., Oakland, Calif.: "Cotton Yarns." D.
- Canadian Bicycle Dealers' Ass'n, Weston, Ontario, Canada: "Vim." D.

- Central Hudson Gas & Electric Co., Poughkeepsie, N. Y.: "Central Hudson Progress." C.
- Chambliss Co., Dan, Knoxville, Tenn.: "Pepper Box Magazine." C.
- Chandler & Farquhar, Co., Boston: "Chan Farco Beacon." C-P.
- Cherry-Bassett Co., Philadelphia, Pa.: "Bestov Lactonevs." Dairies.
- Chicago Bridge & Iron Works, Chicago: "Water Tower." C-P.
- Chicago Engineering Works, Chicago: "Chicago Engineering Works Review." Vocational Students.
- Chicago Herald & Examiner, Chicago: "Chicago Retailer." D.
- Cincinnati Enquirer, Cincinnati: "Merchandiser." D.
- Cincinnati Post, Cincinnati: "Market Master." D.
- Cleveland Steel Tool Co., Cleveland: "Hot Slug." S. O.
- Columbia Gas & Electric Co., Cincinnati: "Hail Columbia." Employees and Stockholders.
- Columbus Blank Book Mfg. Co., Columbus: "Blank Book News."
- Columbus Citizen, Columbus: "Market Master." D.
- Columbus Dispatch, Columbus: "Link." D.
- Colyear Motor Sales Co., Los Angeles, Calif.: "Exhaust." D.
- Congress Square Hotel Co., Portland, Me.: "Tavern Talk." Guests.
- Conkey Co., W. B., Hammond, Ind.: "Winged Horse." C.
- Continental Radio and Electric Corp., New York: "Continental News." D.
- Cotton States Advertising Agency, Atlanta, Ga.: "Now and Then." C-P.
- Crowdus Drug Co., J. W., Dallas, Texas: "Crowdus Drug News." D.
- Cullum & Boren Co., Dallas, Texas: "Southwestern Sportsman."
- Cunningham Drug Stores, Detroit: "Cunningham's Bulletin." C.
- Davies-Young Soap Co., Dayton, Ohio: "Soap Specks." Laundry Owners and Dry Cleaners.
- Davis Tailoring Co., P. H., Cincinnati: "Davis Square Deal." S. O.
- Dayton Sash & Door Co., Dayton, Ohio: and Allen A. Smith Co., Toledo, Ohio: "2/5 News." Lumber Yard Owners.
- Deere Flow Co., John, Syracuse, N. Y.: "Furrow." C-P.
- Des Moines Life & Annuity Co., Des Moines: "Co-operator." A.
- Detroit Free Press, Detroit: "Co-Operator." D.
- Detroit News, Detroit: "Detroit News Booster." D.
- Detroit Times, Detroit: "Retail Times." D.
- Dewar Mfg. Co., Brooklyn, N. Y.: "Light Reading Matter." C-D.
- Diamond Power Specialty Corp., Detroit: "Power Notes." C-P.
- Dimension Co., Lockhart, Ala.: "Pine Planks." D.
- Henry Diaston & Sons, Inc.; Miller Lock Co.; North Brothers Mfg. Co.; Fayette R. Plumb, Inc.; The Enterprise Manufacturing Co. of Pa. All of Philadelphia, co-operatively publish: "Philadelphia-Made Hardware."
- Diversey Mfg. Co., Chicago: "Clean News." C.
- Dixie Electrotpe Co., Nashville, Tenn.: "Dixiotype." C-F.
- Dunn Shoe & Leather Co., Jos. P., Denver, Colo.: "Shoe Tidings." D.
- Du-Flex Envelope Corp., Chicago: "Du-Flex Postal Advisor." C-P.
- Electric Controller & Mfg. Co., Cleveland: "Current News." C.
- Elliott Company, Jeannette, Pa.: "Powerfax." S. O.
- Elliott-Horne Co., Los Angeles, Calif.: "Customers' Bulletin." C-P.
- Ellis Drug Co., Vandalia, Mo.: "Public Service Bulletin." C.
- Equitable Life Assurance Co., Des Moines, Iowa: "Equiowa." A.
- Ethridge Co., New York: "Black Sheep." C-P.
- Filene's Sons Co., Wm., Boston: "Clothes." C.
- Franklin Society, New York: "Franklin News." C.
- Gehrke & Co. Ltd., J. V., Vancouver, B. C., Canada: "Artad." C-P.
- Gibson Art Co., Cincinnati: "Gibsonaid."
- Great Northern Life Insurance Co., Chicago: "Great Northern High Lights." A.
- Heinemann Corp., Oscar, Chicago: "O. H. Silkworm." C. and Employees.
- Heller & Son, Inc., L., New York: "Delthah News." D.
- Hettinger Bros. Mfg. Co., Kansas City, Mo.: "Hettinger's Dental News." Dentists.
- Hinman Co., Inc., H. P., Barre, Vt.: "Chips." D.
- Howard Furniture Co., Baltimore, Md.: "Howard Furniture Monthly." C-P.
- Hume Printing Co., George M., Fresno, Calif.: "Let George Do It." C.
- Jantzen Knitting Mills, Portland, Oreg.: "Jantzen's Yarns." S. O.
- Kansas Gas & Electric Co., Wichita, Kans.: "Servicescope." Stockholders and Employees.
- Kenfield-Leach Co., Chicago: "Printint." C-P.
- Krieger & Son, Inc., E., Brooklyn, N. Y.: "Steering Column." C-P.
- Kuhlman Electric Co., Bay City, Mich.: "Kuhlman Kurrents." Operators of Transformers.
- Lackey-Lave Co., Dallas, Texas: "Good Will." J.
- Laclede-Christy Clay Products Co., St. Louis: "Laclede-Christy Bulletin." C-P.
- Lester A. Loeb, Inc., New York: "Adventure." C-P.
- Linscott Motor Co., Boston: "Linscott Reo-Gram." C-P.
- Loose-Wiles Biscuit Co., Kansas City, Mo.: "Sunshine News." S. O.
- Lupton's Sons Co., David, Detroit: "Laps Logic." J-S. O.
- McGuire, J. D., New York: "Imprint." C-P.
- McIntosh Publishing Co., Dover, N. J.: "Discipline." C-P.
- McNamara, John C., Organization, New York: "Stethoscope." A.
- Maintenance Co., Inc., New York: "Minute Man." C-P.
- Maryland Casualty Co., Baltimore, Md.: "Budget." A.
- Maxfield & Co., Los Angeles, Calif.: "Swatches." D.
- Mayers Co., Inc., Los Angeles, Calif.: "Hear Ye." C-P.
- Meyer & Bro. Co., F., Peoria, Ill.: "Furnace Installation." Furnace Men and Tinners.

(Continued on page 116)

Forecasting



The Textile World Analyst consists of charts, market analyses, forecasts, summary and "question box."

the Future for Textile Manufacturers

As a result of modern advancements in the art of statistical analysis, business executives are no longer so much interested in *what has been* as they are in *what will be*. Market reporting is being superseded by market forecasting.

And now Textile World, leading the procession as always, has created what is proving to be the most scientific method yet devised for forecasting the future supply, demand and prices of cotton, wool, silk and their products.

The inauguration of the *Textile World Analyst* as a regular weekly feature of Textile World marks an epoch in industrial publishing.

This new department is under the direction of Dr. Lewis Haney, Director of New York University Business Research Bureau.

The spontaneous reader interest created by the *Analyst* is an extra dividend to Textile World's advertisers.

Textile World

Largest net paid circulation in the textile field

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

- Mills & Lupton Supply Co., Chattanooga, Tenn.: "Super Service."
- Miner, Inc., Henry C., New York: "Carrot." D.
- Modern Hospital Publishing Co., Inc., Chicago: "Hospital Field." Manufacturers who sell to hospitals.
- National Gum & Mica Co., New York: "By Gum." C.-P.
- Nestler Rubber Fusing Co., New York: "Nestler Review." D.
- New England Brick Co., Boston: "Brick Kiln." Architects, Builders and Home Owners.
- New York Telegram, (Classified Advertising Department,) New York: "Classified Salesman." Agents, Contract Salesmen and Phone Solicitors.
- Pacific Coast Biscuit Co., Seattle, Wash.: "P.C.B. Retailer." D.
- Peggy Paige, New York: "Peggy's Page." S. O.
- Peoria Life Insurance Co., Peoria, Ill.: "Peorian." A.
- Philadelphia Toboggan Co., Germantown, Philadelphia, Pa.: "Play." C.-P.
- Postum Cereal Co., Inc., New York: "Post Sales-Grams." S. O.-J.-D.
- Raeder Co., The, Wilkes-Barre, Pa.: "Raedeation." C.-P.
- Remington Cash Register Co., Ilion, N. Y.: "Remington Register." S. O.
- Rollins Hosiery Mills, Des Moines, Iowa: "Rollins News." D.
- Safeway Stores, Inc., Los Angeles, Calif.: "The Clincher." C.
- St. Louis *Twice-a-Week Globe-Democrat*, St. Louis: "Team-Work." D.
- Scarlett Co., H. W., Chicago: "Scarlett News." C.-P.
- Service Motors, Inc., Wabash, Ind.: "Pyramid." D.-S. O.
- Skeen & Co., O. H., Chicago: "Skeen Profits." C.-P.
- Smith Bros. Mfg. Co., Carthage, Mo.: "Smith Bros. Monthly Salesman." D.
- Sperry & Hutchinson Co., New York: "Sperry Service Business Bulletin." D.
- Spirella Co., Inc., Niagara Falls, N. Y.: "Spirella Magazine." Spirella Corsetiers.
- Stewart Bottling Co. Ltd., Montreal, Que., Canada: "Stewart's Sparkles." C.
- Stewart-Taylor Co., Duluth, Minn.: "Proofs." C.
- Stow Lumber & Coal Co., Inc., Cleveland: "Stow's Magazine." C.
- Sunland Sales Association, Fresno, Calif.: "Sunland Bulletin." S. O.
- Sun-Maid Raisin Growers, Fresno, Calif.: "Sun-Maid Business." Raisin Growers.
- Sunstrand Adding Machine Co., Rockford, Ill.: "Bully-Ten." S. O.
- Superior Portland Cement Co., Seattle, Wash.: "Cementer." C.-P.
- Surber-Arundale Co., Charlottesville, Va.: "Pow-Wow." C.
- Tanners Shoe Mfg. Co., Boston: "Tanner Top-Notcher." S. O.
- Taylor Printing Co., A. C., Phoenix, Ariz.: "Satisfactory Printing." C.-P.
- Tennessee Furniture Corp., Chattanooga, Tenn.: "Timber Lines." D.
- Thomson & Co., New York: "Antidote for the Wastebasket Habit." C.-P.
- Times-Mirror Printing & Binding House, Los Angeles, Calif.: "Three Minutes." C.-P.
- Timkin-Detroit Axle Co., Detroit: "Timken Magazine." C.-P.
- Ungerer & Co., New York: "Ungerer's Bulletin." C.-P.
- Union Hardware & Metal Co., Los Angeles, Calif.: "Round Table." D.
- United Alloy Steel Corp., Canton, Ohio: "Toncan in Construction and Use." C.-P.
- U. S. Bottlers Machinery Co., Inc., Chicago: "Bottling & Packaging Engineer." C.-P.
- Van Voris & Sons, I., Cobleskill, N. Y.: "Hardware News." C.
- Victor Ring Traveler Co., Providence, R. I.: "Traveler." C.-P.
- Victor Talking Machine Co., Camden, N. J.: "Voice of the Victor." D.
- Wabash Cabinet Co., Wabash, Ind.: "Honest Injun." D.
- Walthour & Hood Co., Atlanta, Ga.: "Walco Stimulator." D.
- Ward, Inc., Artemas, New York: "Fame." Advertisers.
- Ward & Sons Co., Edgar T., Newark, N. J.: "Shaft." C.-P.
- Wesol Manufacturing Co., F., Brooklyn, N. Y.: "Wesol Topics." C.-P.
- West American Insurance Co., Los Angeles, Calif.: "West American Insurance Review." D.-A.
- Western Shade Cloth Co., Chicago: "Pull." D.
- Western Wheeled Scraper Co., Aurora, Ill.: "Earth Mover." Contractors and Engineers.
- Westinghouse Lamp Co., New York: "Light Touches." A.-D.
- White Co., Cleveland: "Sandbag." S. O.
- Whittier, Detroit: "Whittier Topics." Guests.
- Wilhoite, Evans & Cohn, Inc., Los Angeles, Calif.: "Weco Pointers." D.
- Wilson Advertising Agency, Nashville, Tenn.: "Agate Lines." C.-P.
- Wilson Co., H. W., New York: "Wilson Bulletin." School, College and Public Libraries.
- Woodmen Accident Co., Lincoln, Nebr.: "W A C O." S. O.
- Worthington-Lee Corp., Los Angeles, Calif.: "Enthusiast." C.-P.
- Yates Machine Co., P. B., Beloit, Wis.: "Yates Quality." C.-P.
- Yellow Cab, Inc., Newark, N. J.: "Mitchell 2000 Messenger." C.
- Zamoiski Co., Jos. M., Baltimore, Md.: "J. M. Z. Announcer." D.

Mack Truck Has 40 Per Cent Sales Gain

Mack Trucks, Inc., New York, reports net income, after all charges, of \$4,653,848 for the half-year ended June 30. In 1924 the net income for the first six months was \$3,450,616. The company announces that the large increase in its earnings this year is due to an increase in the volume of business of 40 per cent over the corresponding period last year.

Children's Dress Account for Boston Agency

The O'Gorman, Wade & Powers Company, New York and Boston, manufacturer of children's dresses, has appointed Brenninger & Wolcott, Boston advertising agency, to direct its advertising account.

1925

Aug. 27, 1925

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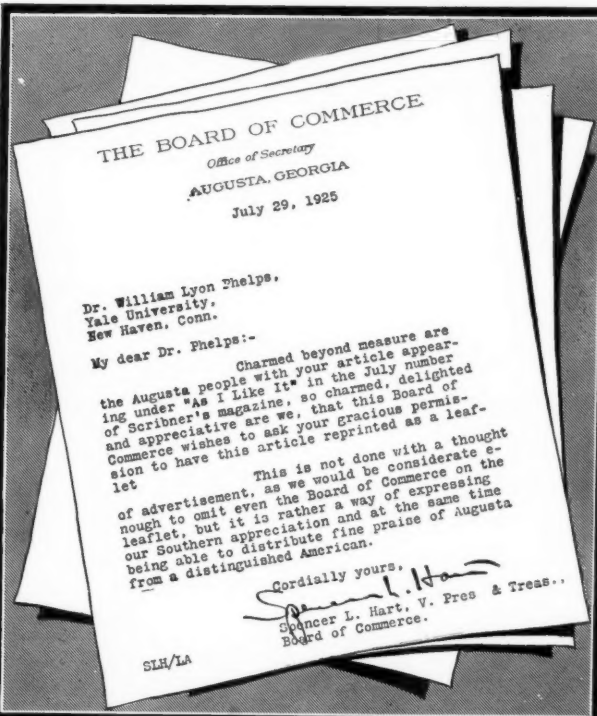
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Read "Billy" Phelps
in the September

Make a mental note to get
Scribner's at the next news-
stand you pass, and ask to have
a copy saved for you regularly

Scribner's

Illustrated Magazine



This letter is one of thousands that William Lyon Phelps receives from readers of "As I Like It," his own personal department of human comment and delightful chat in SCRIBNER'S MAGAZINE every month. Read it and you'll feel like writing to him, too.

ONE OF THE QUALITY GROUP



**"What an interesting advertisement
about Carnation Milk- I must buy
a can some time"**



**"OH YES-Id forgotten about that
Carnation Milk-I'll Get It Now/"**

Adding "Action" to "Desire"

A UNIFORM SERVICE of three-sheet posting for covering your entire territory by *neighborhood units*—

A form of high-circulation outdoor advertising *and* a definite dealer tie-up—"Retaining" as Mr. Munsey would say, "the best features of each."

Every Criterion poster panel is erected either on an actual point-of-purchase or where it will do the greatest good to the greatest number of retailers, by *selecting* as its audience the very housewives who make up their every-day trade.

The service is complete, including cooperation on design, monthly change of "paper", and certified checking reports. It is nationally operative through our own service organization, in every city in the United States of 20,000 or more population. It is highly economical, making year-round coverage and continuity possible at an almost unbelievably low cost.

It is an important part of the current campaigns on Borden's Milk, Corn Products, Fould's Macaroni, Bond Bread, Iodent Tooth Paste, Certified Bread, C-N, National Biscuits, Postum Cereal, Ivory Soap, Royal Baking Powder, Sun-Maid Raisins, Snider's Catsup, G. Washington Coffee, Gold Medal Flour, Ward's Bread, and a great many others.

Best of all, it can be used as effectively in one single town as in all forty-eight states, with an appropriation always in safe and sane proportion to increasing sales. *It is flexible.*

We have collected some interesting stories about what Criterion service has definitely accomplished for a number of well-known products. May we send them to you?

CRITERION
FISK Service NEW
BLDG YORK
Nation-wide "3-sheet" Posting

**"This is Radio K L X
The Broadcasting Station of the Oakland Tribune
at Oakland, California
Where Rail and Water Meet—
This Station is Located on
the Twentieth Floor of the Tribune Tower"**



THE HOME OF RADIO STATION KLX

The Above Salutation---

THE above salutation is daily extended to hundreds of thousands of Pacific Coast Radio Fans—it is the opening announcement to broadcasting by the OAKLAND TRIBUNE Radio Station KLX.

Beloved by all interested in Radio reception, this station carries with it more than mere "Good Radio Programs"—it carries out to a vast radio audience the name of their favorite home newspaper—OAKLAND TRIBUNE. Particularly do we refer to the "listeners in" of the East San Francisco Bay Region, which territory is so thoroughly covered by the OAKLAND TRIBUNE 65,000 average net paid daily and Sunday circulation.

Here reader interest for the Radio Equipment Advertiser is available under most favorable conditions. Owners and those interested in radio receiving sets are "hungry" for radio news. The OAKLAND TRIBUNE furnishes that news in most interesting and instructive form.

The fact that the OAKLAND TRIBUNE owns and operates the popular broadcasting station KLX, and also every day and Sunday publishes a radio section as a part of the OAKLAND TRIBUNE service to its subscribers, is proof that the strength of the OAKLAND TRIBUNE is superior as the advertising medium for the radio manufacturer.

Oakland Tribune

One of the West's Great Newspapers

The OAKLAND TRIBUNE—the foremost newspaper in this great growing metropolis—meets the demand of every advertiser for the proper medium by which he may carry his message to the 445,000 people in the community.

65,000 OAKLAND TRIBUNES are distributed every evening and Sunday morning almost wholly by carrier delivery.

Oakland, California, is not a coming city—Oakland, California, has arrived—and the OAKLAND TRIBUNE is always just one step ahead.

National Representatives

225 Fifth Avenue, New York City • WILLIAMS, LAWRENCE & CRESMER CO. 360 North Michigan Avenue, Chicago

Advertising Helps Prevent Unemployment

Some Thoughts on This Subject Inspired by a Recently Published Book

By Roy Dickinson

DURING every great unemployment crisis, when business men, economists, bankers and other leaders of industry have been summoned by the chief executive of the nation to help solve a situation of grave danger to the nation, there has been a small group of men who have stood head and shoulders above the rest in their constructive suggestions, their attitude, and their ability to look beyond the fact to the cause and the remedy. Where the majority seemed to consider unemployment as an unfortunate act of Providence and its ills as something to be borne with fortitude by the poor wage workers, this enlightened minority faced it as a problem to be worked out, like any other business problem, with intelligence and persistence.

It has happened at past unemployment conferences that the larger group consisted almost entirely of men who place most of the emphasis in their business upon the manufacturing end. The smaller, more enlightened group was usually composed almost entirely of those men who have used modern selling and advertising plans in their own business to solve other problems, and have been able to apply this frame of mind to unemployment—the most important problem faced by all industry.

There is far more than an interesting coincidence in this fact. Many of the latter group have been able to gauge in advance the demand in their own industry. They have lengthened buying seasons and so kept their workers continually on the job. These workers, with their increased earnings have been able to purchase the products made by other workers. Thus, everyone has benefited.

With this understanding of how

modern selling and advertising policies have succeeded in stabilizing their own industries, these men have contended, at national conferences and at all other times, that in addition to being a most unfortunate thing for civilization, unemployment was a useless waste, due mostly to neglect and lack of knowledge on the part of business executives; a waste which cuts down business profits enormously and which is part of a vicious cycle causing preventable periods of acute business depression. When William C. Procter can guarantee steady employment to his men, when Henry S. Denison can bring his company through the depression of 1921 with only 4 per cent workers less on the pay-roll than in the boom year of 1920; when Jackson Johnson, Morse and Burt and others in the shoe industry can make similar records, it is only natural that they should look with impatience at the actions of certain woolen mills and others who lay off thousands of workers—the very people who buy soap, shoes, and crepe paper. They wonder why certain captains of industry do not inform themselves as to what can be accomplished by better selling and by the education of the public through advertising.

The question has again become a very timely one. Many chart experts are predicting a period of depression to start in 1926 and which will carry over into part of 1927. Other equally skilful chart experts and business prognosticators, however, are saying that depressions never come, at least not with full severity, if business men are watching for them, and that pre-warning is going to avert a depression which might have been expected by 1927.

The real point, it seems to the



Facts About Sales In New England

HERE are the facts for the files of every advertiser who is not now selling, or who desires to increase his sales through the retail furniture and homefurnishing stores of New England.

LOCATED in these states there are 290 such stores rated over \$30,000 and 539 rated \$15,000 and over. The latest A. B. C. report shows that *Furniture Record* has 537 net paid subscribers in this territory.

OF the total number of dealers rated \$30,000 and over, 83 per cent read *Furniture Record*. *Furniture Record's* nearest competitor* is read by 77 per cent. The

*Name on request.

For More Than 25 Years The Nation al

dealers in this territory subscribe to an average of 4.25 journals each.

THESE facts were obtained by a commercial survey organization which recently completed a most comprehensive investigation of the buying habits of consumers and retailers in this field.

WHEN asked which of the 13 journals listed was their first choice and carried the most weight with them, 41 per cent of these dealers reading *Furniture Record* named it as their choice. But 6 per cent of its own readers named the other journal mentioned as *Furniture Record's* nearest competitor.

IS it necessary to say more? This plainly explains why *Furniture Record* heads both the agency's and advertiser's lists where media are selected on merit and for efficiency. We'll be glad to supply you with additional information regarding New England or other sections of the country, if you desire.

FURNITURE RECORD

*A Magazine of Better Merchandising
for Home Furnishing Merchants*
GRAND RAPIDS, MICHIGAN

A. B. C.—Periodical Publishing Company, Publishers—A. B. P.

Magazine of the Furniture Trade

writer, is that business depressions can be made less severe if leaders of industry not only know about and expect them in advance, but also do something to prevent them. If every big plant could, like William C. Procter, guarantee fifty weeks of work a year for the next three years, I, too would go into this predicting business and by voice and Corona announce to all who cared to listen that there would be no real depression during the length of the guarantee, provided also that during that time all the farm crops didn't fail.

I was thinking of these things, and of the new angle I wish every big business man would take toward this curse of unemployment, as I read "Can Business Prevent Unemployment?" a book which is the combined product of Sam A. Lewisohn, of the Miami Copper Company, Ernest G. Draper, of the Hills Brothers Company, John R. Commons, of the Department of Economics, University of Wisconsin, and Don D. Lescohier, also an economist at the same university. It is published by Alfred A. Knopf, New York. This collaboration of two industrialists and two professors of economics has produced a book very much worth while and deserving of the attention of every industrial leader who wants facts about unemployment and methods of preventing this appalling waste.

Instead of treating the subject from a social angle entirely, the authors have pointed out, in unmistakable fashion, the loss in purchasing power which results from widespread unemployment. Then, by describing specific instances, they have pointed out how certain leaders in diverse lines, have prevented unemployment in their own establishments and thus furnished other manufacturers with unimpaired purchasing power for their products.

The wage earners of the nation earned at least ten billion dollars less in the three years following 1920, than they would have had they been continually employed. In any one year of widespread unemployment, the authors point out, purchasing power is decreased

by at least three billion dollars, and that sum can buy a tidy amount of shoes, clothes, hardware, automobiles and other products.

While the entire book is decidedly interesting and thought-provoking, I read with greatest interest that part which tells how many manufacturers have met the unemployment problem and practically solved it so far as their own plants were concerned. The firms whose experiences are presented in the book have met the three types of unemployment, seasonal, casual and cyclical.

In presenting these examples, it is interesting to note that the authors, with no thought in mind of making a case for advertising, have come to the conclusion that advertising does play a most important part in almost every instance they cite. The first method of meeting the problem, as they show, is by more attention to the distributive side of business, by endeavoring "to stretch out the season of buying over as many months of the year as is possible through advertising and ingenuities of salesmanship."

Among the first examples cited is that of the S. C. Johnson Company, floor wax manufacturer which searched out new seasonal markets in different geographical sections to iron out its curve. How a maker of farm implements added a sled to his line, and a bicycle maker added graphophones are among other examples at the very start of the book. In every case, advertising was the important factor in advising and educating the ultimate consumer, upon whom steady employment finally depends, and induced him to buy so that wages could be paid.

How Hills Bros., added to their line and solved a seasonal packing and storing problem and how the Henry A. Dix & Sons Company changed its selling policy to give more steady employment and stabilize its business are interestingly told.

How the Procter & Gamble Company was able to lay out production plans evenly and predict its demand in advance and so guarantee steady employment to a

great number of its workers, is another interesting example. In this connection, the authors say: "It should be borne in mind that the comparatively few products made and the skilful advertising of its standard brands, mainly Ivory Soap, has been one of the chief factors in making possible the estimate of sales which the Procter & Gamble Company uses so effectively." Again, in discussing the building industry, the authors show how sub-contractors and labor organizations can accomplish much by planned advertising, and how painting contractors in Syracuse used full-page newspaper advertising space to help lengthen the painting season.

When it comes to the experience of firms which have met the great periods of cyclical unemployment, as in 1921, the authors are equally willing to give advertising due credit and in the case of the Denison company, the policy of that organization in investing a greater amount in advertising during the period of depression is commented upon and commended.

The practical help which this book affords to the executive who would like to learn from the experience of men who have solved the problem in other industries, is shown in the following list of questions which it is suggested every executive ask himself concerning his own business:

1. Is our business seasonal?
2. If so, at what seasons in the year is it most slack?
3. What measures can we take to speed up our business during these slack seasons?
 - a—Can we, for instance, stretch out our sales peaks over a longer number of months?
 1. By advertising?
 2. By some device of salesmanship?
 3. By some device of distribution?
 4. By price discounts, etc?
 - b—Can we introduce a new product that will sell well in our slack season and yet fit into our general business?
 - c—Can we adapt our present products for other uses than those now in use and so stretch out the buying season?
 - d—Can we manufacture for stock in off seasons?
4. What changes will a stabilizing plan require in
 - a. Manufacturing.
 - b. Purchasing.
 - c. Financing.
 - d. Office personnel.

5. What firms have adopted stabilizing methods with effective results?

6. To whom can I apply, if necessary, for further advice and information on this subject?

The book gives an interesting answer to the two last questions in the form of a large list of companies which have made real accomplishments along the lines mentioned. It also gives a list of organizations able to furnish advice on the subject of business stabilization.

The authors preach the message that there is always business to be obtained by those competent to get it and who realize that every workman kept on the job in periods of depression means greatly increased business for industry generally. They show that men at the heads of a business who will use better sales and advertising methods can stabilize their business and, to a great extent, emancipate themselves from the control of either business cycles or seasonal fluctuations. They call unemployment "the outstanding defect of capitalism" and assert that the present rulers of industry must sooner or later assume some sort of financial responsibility for whatever labor reserves they carry to meet the expansions and contractions of industrial production.

The experiments which have been tried in all times and places in unemployment insurance with an interesting commentary on the famous Ghent plan, are listed and discussed in the latter part of the book and then the authors proceed to their conclusions. Business, they say must either straighten the curve of workers' wages by providing income in slack seasons or eliminate the curve of employment. Admitting that the limits for individuals are narrow and the barriers high, these are broadened and made easier by each little exercise of ingenuity on the part of an individual company. Not many more persons are sick, disabled, delinquent or lazy in winter than in summer; and certainly no more in 1908, 1914, or 1921 than in intervening years, the authors state, and yet records show more people idle in January than in May, more

idle in July than in December, and millions more persons employed some years than others. Ordinary Yankee ingenuity has done and can do more to mitigate this seasonal and cyclical loss of purchasing power than any amount of legislation. Incidentally, it is worth wondering whether industrial depressions are not due more to the loss of purchasing power, due in turn to layoffs by industrial leaders who have failed to use plans found successful by others, rather than unemployment being due to industrial depressions.

Certain firms, never noted for any exercise of selling ingenuity have recently laid off some men and reduced the wages of many more. This means loss in purchasing power. These few experimenters have not been followed to any great extent. But, remembering that some chart hounds have told business to beware the year of 1927, and that others have said depressions don't happen if they are expected, I repeat that they don't happen if business leaders know about them in advance and then do something to avoid them. There is no better insurance against depression than unimpaired purchasing power on the part of the masses.

There is no surer way to keep this purchasing power intact than a guarantee of steady and uninterrupted employment. The more a man knows about this subject, the more he can do to prevent the condition every man fears. That is why books such as this and other published material on the same subject are so important. A study of the experiences of manufacturers who have attempted to solve unemployment should give anyone a new angle on advertising and its economic value to his own concern and to the nation.

Guy P. Gannett Appoints Julius Mathews Agency

Guy P. Gannett has appointed The Julius Mathews Special Agency as national advertising representative of the Portland, Me., *Press-Herald*. This agency also will continue to represent the Portland *Evening Express* and *Sunday Telegram*, which has recently reported, have been purchased by Mr. Gannett.

Maytag Company Reorganized

A new company, bearing the same name but incorporated in Delaware, has been organized to succeed the Maytag Company of Maine, manufacturer of washing machines. There will be no change in the management of the company. The Maytag company was founded in 1893 with a cash capital of \$2,400. The business of the company, which, it is reported spends in excess of \$1,000,000 annually for advertising, has steadily increased. The assets of the new company will approximate \$7,500,000.

"Babyhood" and "Our Baby and Mother" Consolidate

Our Baby and Mother, Salem, Oreg., has been consolidated with *Babyhood*, Chicago. The new publication will retain the name of *Babyhood*. K. K. Albert has been appointed Northwestern advertising representative with headquarters at Minneapolis. Miss Lillian S. Levenberg has been added to the Chicago staff.

Jerome Spanier with Macfadden

Jerome Spanier, formerly with the John M. Branham Company, publishers' representative, New York, has joined the staff of Macfadden Publications, Inc., also of New York. He will represent *True Story Magazine* in New York City.

Phillips-Jones Net Shows Large Gain

The Phillips-Jones Corporation, New York, maker of Van Heusen collars, reports a net income, after charges, of \$383,261 for the six months ended June 30. For the same period a year ago this figure was \$48,499.

Joins Trivers Clothes Corporation

Baxter Eastburn, for the last ten years advertising director for J. Blach & Sons, Birmingham, Ala., has become advertising director of the Trivers Clothes Corporation, New York, operating a chain of men's clothing stores.

National Campaign for Hart Heat

A national advertising campaign in newspapers and trade papers is being planned for Hart Heat, manufactured by The Walter B. Wilde Company, Peoria, Ill.

Joins "Scientific American"

Normann Kendall, formerly with *Yachting*, New York, has joined the *Scientific American*, also of New York, as advertising representative. He will cover New Jersey, Pennsylvania and Southern territory.

CHARACTER! CHARACTER! CHARACTER!

A COUNTRY banker once said to us: "For a long time after this bank was opened there was not enough collateral in the vault to fill a shoe box. This bank was built on the CHARACTER of the people of the community and the CHARACTER of the officers of the bank."

The publishers of the New York Telegram are bent on building into every column of it the clean, wholesome CHARACTER that will be welcome in the HOMES of GREATER NEW YORK.

The Telegram goes into some 200,000 of them already.

The New York Telegram

Publication Office, Telegram Square

New York City

Eastern Representative

DAN A. CARROLL
110 East 42nd Street
New York City

Western Representative

J. E. LUTZ
Tower Building
Chicago, Ill.

The **4**th Market in Massachusetts

One newspaper
on your schedule will
cover it completely



If ever one newspaper covered an important city it's the Standard Mercury in New Bedford. A flat rate of 10 cents a line carries your advertising into 97 out of every 100 homes. This great trading center has the largest percentage of home owners of any city of more than 100,000 population in Massachusetts.

Of the hundreds of national advertisers who have goods to sell in New Bedford, the great majority use only this one well-tested medium—the Standard Mercury.

The Chas. H. Eddy Company are our national representatives.

NEW BEDFORD STANDARD MERCURY

National Advertising Representatives
CHAS. H. EDDY COMPANY

BOSTON

NEW YORK

CHICAGO

Twice-Told Tales about Dealer Helps

Probably You've Heard All about These Criticisms of Dealer Helps
But They Bear Repetition

By Louis DeArmand

THE proprietor of a small but successful clothing store in Cedar Rapids hasn't used a newspaper dealer-help in years. "They're too big," he says. "My store is small and my appropriation is small. Almost without exception, the mats I get from manufacturers are for big-space users. I can't and I don't use them. What I would like to have is some real bang-up one-column cuts without copy."

P. N. Sadler conducts a thriving drug store in Davenport, Iowa. He does not use large space but he never lets a week go by without his advertisement appearing in all the local papers. When a manufacturer sends him stereotypes for spaces from 140 lines to 280 lines he throws them away. He welcomes sketches of good window trims but as he says: "Our windows are long and narrow. Not every trim will fit into one of them. Our windows must sell for us and so when a salesman tells me about the wonderful advertising his house puts out, I call my window trimmer and we see just how wonderful it all is." Mr. Sadler will use only the finest circulars for customer distribution. He will not use big advertising helps.

Merrill Rosenthal of the Hadley Furniture Company, Moline, Ill., has some rather decided views on furniture helps that don't help. He says: "We seldom use cuts of kitchen or other specialty pieces with which we are furnished because these are usually just flat pictures. We want backgrounds. That is, we want something in a picture of a gas range other than the range itself. A suggestion of a kitchen, or a table, or the maid is what we want included in the illustration. Another thing we

do not want is enormous colored broadsides or banners to hang in our store. We want atmosphere but not the side-show kind."

Rudy Moritz, president of the Davenport Advertisers' Club, voiced his sentiments a short time ago before the ad club members, when he said: "It is a criminal waste the way most manufacturers prepare and send out 'helps' that fail to help anyone. For example, a short time ago we ordered five or six colors in a certain well-advertised hosiery. When the order came, it included a box of the most attractive folders I have ever seen. But these folders were made up with swatches of the complete line of colors made by the manufacturer. There were fifteen samples in that folder. Now how in the name of common sense could we mail out such a folder when we had only a half dozen of those colors in stock?"

Mr. Moritz blamed the salesman for this. It is his contention that dealer - help requirements should be booked coincidentally with the order.

SOME INTERESTING OBSERVATIONS

And right along that line, John Watson of Block and Kuhl's department store in Peoria, Ill., has some interesting observations to offer. He says: "We do not want advertising matter sent to us unless we ask for it, nor do we want any advertising sent C.O.D. We find that, in general, the corset houses have the best system. When a salesman has sold our buyer he invariably asks to see both the window trimmer and myself. He explains his firm's advertising display system to both of us. We must order what we want.

"In many instances, we have found salesmen intelligently con-

versant with the advertising of their firms. They can talk clearly and interestingly about how and when we might use their helps. Obviously, these salesmen act as powerful brakes on any tendency toward the extravagant or wasteful distribution of the dealer helps supplied by the firms they represent.

"In fact, not long ago a toilet goods salesman came to see me before he visited the buyer. He sold me on the advertising his firm had to offer us, after which he sold the buyer."

Mr. Watson added that "we could use envelope stuffers by the thousands if we could get good ones, but most firms seem to think they are of no value. To us, they are of great value."

An interesting sidelight on dealer helps from the viewpoint of the manufacturer is furnished by Carl Schmidt of the Crescent Macaroni & Cracker Company, of Davenport. Mr. Schmidt reports: "We have found grocers are not in a position to use newspaper cuts. Grocers, we find, will use window trims if we put them up, and they will use samples if we aid in some way in the distribution, but as for booklets, broadsides, folders and recipe books—these do not seem to register on small-town dealers at all."

Similar information comes from a wholesale grocer who sells largely in the small towns and cities. This wholesaler says: "Our customers do not care for the usual kind of dealer helps. They won't use them. We have our men hang cards and hangers, and, at certain times, we have them give to one of the clerks three or four paper strips. These strips are about four inches wide by eighteen inches long. There is a small line on them such as: 'Today's Special: Jonathan Peas.' Underneath this line is a blank space upon which the clerk can letter-in some other item. Our men suggest butter, eggs, bacon or some such item for the blank space."

W. J. Henningbaum of the Iowa Furniture & Carpet Company, Davenport,

says most of the dealer helps sent to him are not usable. "We do not want mats to occupy a quarter-page for some article that we have to advertise and pay for," he states. "A short time ago, we planned a rather unusual thirtieth anniversary sale. We notified many of our manufacturers of the date of this event and asked for special illustrations of their goods. When the time came to prepare our own advertising we had a single-column mat of one stove, made from a halftone, a four-column mat of a stove we didn't have in stock, and a three-column mat of a third line of stoves. This last mat was designed on the layout used by this company in its last year's periodical campaign. You can imagine our predicament with demonstrations scheduled on three lines of stoves and this layout of mats."

COMPLIMENTS FOR KARPEN

Among the furniture manufacturers whom Mr. Henningbaum complimented for their manner of supplying mats was S. Karpen & Bros. "We can use folders and we might use envelope stuffers but they seem to appear too small for most manufacturers," he continued. "We can't use window trims and would prefer not to have window trims or cards sent us unless we pick them out."

W. J. Talty, a clothier in Moline, Ill., uses almost none of the advertising matter sent to him. "We will use any good store or window card or trim material," he says, "if it fits in with our system. Hummingbird hose is advertised with unusual cards and we use them, but when they send us two- and three-column newspaper electros we do not use them because we have a standard newspaper space of 140 lines a week."

Mr. Schurtz, advertising manager of the N. L. Parker Company, of Davenport, said: "We will not use folders or booklets telling of five or six items when we have purchased only half that number from this particular manufacturer. We object to most of the dealer helps because we are

not consulted about them by the salesmen. We cannot include a folder in our mailing pieces if that folder tells of articles we do not have from that manufacturer. We will not use cheap folders or circulars."

How to get up "helps" that the dealer will consider a help is a problem that has not been solved as yet. A partial solution is to adopt methods which will get the salesmen to learn more about the "helps" put out by the house.

But that is really step number two in solving the problem. The first step is to make certain that the material itself is satisfactory to the dealer as well as to the manufacturer. And that is something which precious few manufacturers seem to do.

Fraudulent Advertiser Gets Five-Year Sentence

Judge Mancuso, in the Court of General Sessions, New York, sentenced George Hamilton to five years in Sing Sing on a charge of second degree larceny. Hamilton, who swindled twenty-three women in the short period of three months, used the want ad columns of newspapers to get his victims.

In pronouncing sentence the Court commended the New York *World* for bringing the defendant to justice and declared that the case should be a warning to other swindlers that the advertising columns of newspapers must not be used as a means of defrauding the public.

E. W. Young Joins Bonwit Teller

Edward W. Young, who has been manager of the promotion department of *Success*, has joined the advertising staff of Bonwit Teller & Company, New York. He was formerly advertising manager of The Lindner Coy, Cleveland.

G. A. Jex Opens Art Studio in Cleveland

Gordon A. Jex, formerly with Robbins, Pearson & Company, Columbus, Ohio, advertising agency, has opened an advertising art studio at Cleveland.

DuPont Net Sales Gain

E. I. duPont de Nemours & Company, Wilmington, Del., report net sales for the six months ended June 30 of \$56,613,212. This is an increase over the corresponding period last year of 18½ per cent.

Industrial Advertisers at Work on Fall Convention

Committees which will handle the details of the National Industrial Advertisers Association convention at Atlantic City, October 19, 20 and 21 have been appointed and the machinery back of the convention has already begun to move. The following committee chairmen have been appointed: D. J. Benoliel, International Chemical Company, Philadelphia, exhibit committee; Hoyt Catlin, Bryant Electric Company, Bridgeport, entertainment committee; H. J. Downes, American Locomotive Company, New York, transportation committee, and J. N. McDonald, Anaconda Copper Mining Company and president of the Technical Publicity Association, On-to-Atlantic City committee.

The general convention committee has been completed and is made up as follows: W. A. Wolff, Western Electric Company, chairman; J. L. Ashcroft, Ludlow-Saylor Wire Company, St. Louis; Joseph C. Bowman, Cleveland; Ezra Clark, Clark Tractor Co., Buchanan, Mich.; O. C. Dahlman, Koehring Company, Milwaukee; W. S. Hays, National Slate Association, Philadelphia; J. N. McDonald, Anaconda Copper Mining Company, New York; and A. M. Staehle, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

Name Changed to the Geiger Printing Company

The name of the Dever Printing Company, Hattiesburg, Miss., has been changed to the Geiger Printing Company. This follows the purchase by T. B. Geiger of the interests of Ben S. Dever in that company. Mr. Geiger has been connected with the commercial printing department of the Hattiesburg *American* for a number of years.

Fairbanks Company Reports a Profit

The Fairbanks Company, New York, and its subsidiaries, makers of scales, valves, etc., reported net earnings, after charges, of \$58,527 for the half-year ended June 30. In the same period of 1924 there was a deficit of \$42,807.

D. J. MacNichol Joins Boston Agency

D. J. MacNichol has become associated with the Wood, Putnam & Wood Company, Inc., Boston, advertising agency. He was formerly New England manager for Critchfield & Company, Chicago.

Atlas Cement of Kansas to Move

The Atlas Portland Cement Company of Kansas, will move its offices from Independence, Kans., to Kansas City, Mo., on August 29.

Chain-Store Grocers to Discuss Their Problems

MANUFACTURERS will be interested in many of the questions regarding the advertising and merchandising problems of chain stores which will be discussed at the fifth annual meeting of the National Chain Store Grocers' Association of the United States. The convention will be held at the Edgewater Beach Hotel, Chicago, September 9, 10 and 11.

Following a morning meeting of the executive committee and management and advisory boards, the convention will open with an afternoon session on September 9. J. M. Fly, president of Mr. Bowlers Stores, Inc., Memphis, president, will make his annual address. He will be followed by Walter J. Townsend, president, National Food Brokers Association; E. F. Trego, president, National Canners Association, and Alvin E. Dodd, manager, domestic distribution department, Chamber of Commerce of the United States, who will speak on "Present Confusion in Distribution and Some Ways Out."

After each address there will be a general discussion. The program includes the following subjects:

September 10—Morning

"Can Chains Be Successfully Operated Without Warehouses?" M. B. Skaggs, Portland, Oreg., and, "How Should Managers and Clerks Be Compensated, and Their Efficiency Improved?" J. M. Sarther, Chicago.

E. G. Montgomery, Chief, Food Stuffs Division, Department of Commerce, subject to be announced later; "Chain Store Advertising," F. E. Chaffee, Los Angeles; "Should Window Displays Be Subsidized?" E. G. Yonker, Washington, D. C.; "What Are the Most Flagrant Forms of Waste, and How to Eliminate Them?" F. W. Albrecht, Akron, Ohio; "Offering Stock to Employees—Does It Pay?" Edward Dale, Los Angeles; "Unintelligent and Expensive Development of the Metropolitan Chain Store System," C. F. Adams, Boston, Mass., and a discussion on "Should Chain Stores Adopt a Code of Ethics?"

Afternoon:

"Telephone and Delivery Service," H. C. Bohack, Brooklyn, N. Y.; "When

Are Consolidations and Mergers Advisable?"; "What Benefits Are Derived from Association Efforts and Co-operation with Competitors?"; "What Is the Best Means of Meeting Unfair Competition?" and "Standardization of Stores and Fixtures."

September 11—Morning:

"What Is the Best System of Training and Paying Store Managers?" and "How Can the Efficiency and Economy of the Chain Store Grocer Be Best Increased, for the Manufacturer or Producer and the Consuming Public?" F. D. Bristley, president, American Grocery Specialty Manufacturers' Association, will speak at this session.

Afternoon:

"Do Members Favor a Chain Grocery Store Publicity Campaign? If So, How Shall It Be Started?"; "Have the Congested Metropolitan Districts Encouraged or Made Necessary the Opening of Suburban Stores and with What Results?" and "To What Extent Is the Delicatessen Store Proving a Factor in the Sale of Food Products to the Consumer?" This will be followed by an election of officers.

Dredger Account for Britton & Chadwick

The Ruth Dredger Sales Corporation, Los Angeles, using direct mail and business papers, has placed its advertising account with Britton & Chadwick, Los Angeles.

General Motors Sells More Cars

The General Motors Corporation, Detroit, sold 67,362 cars and trucks during July. This is 6,526 more than were sold in July, 1924, and 5,153 over the sales of July, 1923.

Stanley Stady Leaves "L'Opinione"

Stanley Stady has resigned as advertising manager of *L'Opinione*, Philadelphia, to become advertising manager of Harper & Harper, automobile distributors, Philadelphia.

Pensacola Account for Nelson, Chesman

The Pensacola, Fla., Chamber of Commerce has placed its advertising account with the Chattanooga, Tenn., office of Nelson, Chesman & Company, advertising agency. Newspapers are being used.

H. V. Drayne Joins Pittsburgh Agency

H. Vincent Drayne has joined the staff of Ketchum, MacLeod and Grove, Inc., Pittsburgh advertising agency, as an account executive.

Altoona Is Prosperous

The Pennsylvania Railroad employs more than 13,000 men in the largest railroad shops in the world, at Altoona.

Every one of these men is working full time—48 hours a week—and is making more money than he ever made before.

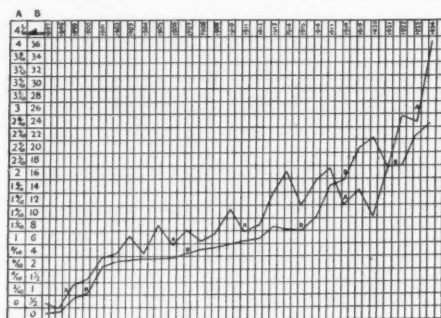
The Pennsylvania Railroad is in the midst of spending \$12,000,000 in new shops and improvements.

The MIRROR—Altoona's only evening paper—covers 96% of all the families in this prosperous trading area with a daily net A.B.C. Circulation of over 27,000.

The Altoona Mirror

ALTOONA, PA.

Business Direct



A—Yearly Profit or Loss

B—Yearly Net Sales

More Sales? Narrower Profit Margins?

“SALES volume is holding its own or is better, but profits are not what they should be.”

That's a pretty common complaint these days, according to bankers who are closest to trends of business.

The chart shown above, which is the graphic history of the Postum Cereal Company, shows how progressive management overcomes this situation.

In 1924 the company's gross income increased 9 per cent over 1923. Operating expenses were 4 per cent ahead of 1923. But *net profits* were increased by 42 per cent over 1923.

“Postum Tells How It Uncovered Hidden Profits,” an interview with C. M. Chester, Jr., president of the company, in September PRINTERS' INK MONTHLY, is a significant beacon light for the business that complains of narrow profit margins.

PRINTERS' INK MONTHLY

185 Madison Avenue, New York



Z. G. Simmons, President, the Simmons Company

Better Quality without Higher Prices

A HIGHER price doesn't always mean more profits—particularly when the higher price takes the product out of reach of a certain class of consumers.

The Simmons Company has an interesting history of continually bettered quality without proportionate increase in prices. Back of this history is a vital principle of business, too often overlooked.

Z. G. Simmons, president of the company, in an interview, "Raise the Quality of the Product without Raising the Price," in September PRINTERS' INK MONTHLY, tells how the Simmons Company has been able to follow out this principle.

It is the story of keeping Pullmans down to stage coach prices, an inspiring and important explanation of the Simmons Company's policies.

* * *

Summer is nearly over. Fall brings with it the necessity of laying plans for 1926 policies. The articles just mentioned are only two of the many articles in the September MONTHLY, which far-seeing sales and advertising executives will find of particular use when they sit about the conference table, discussing next year's plans.

PRINTERS' INK MONTHLY

185 Madison Avenue, New York

Too Many Lines—The Retailer's Jinx

It Is Always Lurking Around the Corner Ready to Change Turnovers into Leftovers

THE BRADFORD-HUSCH COMPANY
COLUMBUS, OHIO

Editor of *PRINTERS' INK*:

As a regular reader of *PRINTERS' INK* for the last ten years, being also a retailer, I have watched in vain for any constructive suggestions for reducing the spread between manufactured and ultimate consumer costs—and this in spite of your constant criticism of the prevailing conditions.

Your editorial "High Prices—Low Profit" is the immediate cause for this letter. A sentence from the editorial in question typifies, in my opinion, your general trend on the subject. I quote: "The man who makes merchandise and the one who sells it have got to operate on a more comprehensive basis," etc.

As for handling goods in larger quantities, the department store percentage of overhead is greater than the average small specialty shop. I, too, deplore the condition you complain of. If we could standardize a little, we could sell a serviceable, stylish, good quality garment for 15 per cent less and make a profit, but every woman has a different idea of style, service and quality. My wife won't buy her shoes from a "standardized" shoe store though I agree their principle of merchandising is correct. They do well but most shoes are still purchased from stores which carry many lines and a great assortment of styles, colors, widths and lasts.

THE BRADFORD-HUSCH COMPANY
G. O. BRADFORD, Secy.-Treas.

THE editorial referred to by Mr. Bradford appeared in our March 26, 1925, issue. It was based on remarks made by Jackson Johnson, chairman of the board of the International Shoe Company, to the general effect that manufacturers, jobbers and retailers need to cut down high distribution costs through handling larger quantities of merchandise and doing quicker selling. One way to accelerate the turnover rate, Mr. Johnson believes, is to standardize lines and to reduce the selling price so that volume may be created quickly.

Mr. Bradford brings up the pertinent inquiry as to how the average retailer is going to standardize his offerings in this way in view of the retail buying habits to

which he refers. He is correct, of course, in his view that women do not like to buy apparel, shoes and other things from a stock that is at all limited as to range of selection. They like to have the whole world of merchandise to pick from.

What is the retailer going to do about this? Can he say arbitrarily that he will sell certain sizes and styles of shoes, certain colored fabrics and that the style range in his ready-made goods shall be confined to standard bread-and-butter items?

He will have his troubles if he attempts it. This is the very reason why many neighborhood and small-town dealers are slipping. In fact, it is going to cause some of them eventually to slip clear out of the picture. A city woman may go into her neighborhood shoe store once. She finds the stock is strictly limited. Thereafter, she looks for shoes downtown.

There is no need for any manufacturer to attempt to convince any small retailer that he can compete on equal terms with the larger stores in this respect. The mail-order catalogue has a wider range of selection and so has the city store which the customer can easily reach.

It is largely because of his effort to combat this condition that the smaller retailer becomes overstocked. He buys small quantities of this or that so as to meet the largest proportion of calls that are made upon him. Unless he is merciless and industrious in cleaning up his stock at regular intervals, his store soon becomes full of a conglomerate assortment of odds and ends that are hardly worth the room they take up.

Marshall Field once said that leftovers eat up the profits made by turnovers, or words to that effect. Leftovers have sent many a

promising retailer into bankruptcy, to say nothing of taking up selling space and investment that could be devoted to clean and up-to-date merchandise. This, while we think of it, is also one of the main causes of so much buying in small quantities.

As we see it, the small dealer is not going to get very far in attempting to standardize sizes and styles. But there is one thing he can do. He can standardize his *lines*. If he will keep strictly to one, or perhaps to two or three, lines of shoes, ready-to-wear or what not, he can have a wider range of offerings within reasonable limitations and thus be able to cater to more customers. By adhering closely to these standardized lines, he would keep away, in a measure, from faddy goods. His offerings would be more nearly staple.

MIXED LINES DANGEROUS

Close observation shows that much of the dealer's woe in the way of overstocking is caused by mixing his lines. Wanting to make his stock as comprehensive as possible, he is willing to take a chance on a small quantity of almost anything that comes along. These sporadic purchases, not being intelligently made in the first place, and not having behind them the prestige of a line, are likely to become sticklers.

The whole thing is a strong argument for concentration of purchases by the retailer—something that wise advertisers such as Wilson Bros. are capitalizing upon.

Standardization of lines is the dealer's way out. It will not put him on equal terms with his big competitors in the way of range of selection but it will go quite a distance toward it. There is no need for the small retailer to be whipped before he starts. He can get his fair proportion of trade, even in the city districts, if he will confine his offerings to a well-chosen selection from certain clean-cut lines and not try to have a conglomerate offering of a few improperly-chosen items from many lines.—[Ed. PRINTERS' INK.]

Botsford-Constantine Agency Adds to Staff

Walker Campbell, formerly with Edwin Bird Wilson, Inc., New York advertising agency, has joined the Portland, Oreg., office of the Botsford-Constantine Company, advertising agency. Jessie Wilkinson has been added to the staff of the Seattle office of this agency.

Coats Fox Farms Appoints F. E. Healey

F. E. Healey, formerly advertising and general manager of Cleary Brothers' Fox Farms, Seattle, Wash., has become associated with The Coats Fox Farms, Estherville, Iowa, and Nashua, N. H.

Insurance Account for Grand Rapids Agency

The New Era Association, Grand Rapids, Mich., life insurance, has placed its advertising account with F. K. Glew, advertising agency, of that city. Newspapers and direct-mail advertising will be used.

F. D. Nott Advanced by Honolulu "Advertiser"

F. Dickson Nott, for several years with the Honolulu, Hawaii, *Advertiser*, has been made assistant manager of the national advertising department. He succeeds Howard B. Lyman, resigned.

Willys-Overland Profits Show Large Increase

The Willys-Overland Company, Toledo, Ohio, shows net profits, after charges, of \$10,500,000 for the first half of 1925. This compares with \$2,781,692 for the similar period of 1924.

"American Perfumer" Appoints Chicago Representative

The American Perfumer, New York, has appointed Joseph Esler, publishers' representative, Chicago, as its advertising representative for the Chicago territory.

C. E. Walberg with Milwaukee Agency

C. E. Walberg has joined the staff of The Koch Company, Milwaukee advertising agency. He was formerly with the Wm. H. Rankin Company, Inc., and Williams & Cunningham, Inc.

Appoints Campbell-Ewald

The Illinois Brass Manufacturing Company, Chicago, manufacturer of exhaust horns, has placed its advertising account with the Chicago office of Campbell-Ewald Company, advertising agency.

Don't blame
the buyer, but
yourself, if he
is in position
to dictate to you

C

**Arnold
Joerns
Company**
— *Advertising* —

Arnold Joerns Building - CHICAGO - 26 East Huron Street

Hupp Motor Sets New Sales Record

According to O. C. Hutchinson, general sales manager of the Hupp Motor Car Company, Detroit, July sales of Hupmobiles broke all previous records for that month. Compared with July, 1924, the volume of sales last month was 59 per cent higher. Sales for June and July together, were 76 per cent better than for the same months last year.

Upson Advances T. E. Maythan

Thomas E. Maythan has been promoted from assistant advertising manager to advertising manager of the Upson Company, Lockport, N. Y., manufacturer of Upson Board.

Electrotypers Convention at Chicago

The International Association of Electrotypers will hold its twenty-eighth annual convention at Chicago from September 17 to 19.

Converse Rubber Shoe Appoints Daniel E. Paris Agency

The Converse Rubber Shoe Company, Malden, Mass., has appointed the Daniel E. Paris Agency, Boston, to direct its advertising account.

Mrs. Belle DeGraf Returns to Sperry Flour Company

Mrs. Belle DeGraf has joined the Sperry Flour Company, San Francisco, in charge of the Home Service Bureau. She had been with the J. Walter Thompson Company at San Francisco since 1923 and had been with the Sperry company for a number of years previously.

Perkins Electric Company Appoints J. O. Paquette

Perkins Electric Ltd., Montreal, distributor of electrical equipment and radio supplies, has appointed Joseph O. Paquette advertising manager. He succeeds E. Rapsinski. Mr. Paquette has been with the Perkins company for the last ten years.

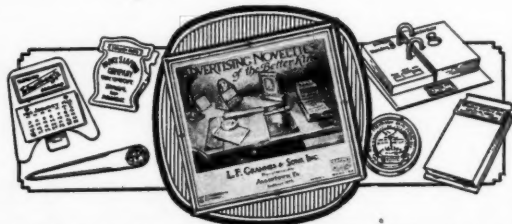
R. W. Read with Porter-Eastman-Byrne

R. W. Read, formerly with the Barnard Advertising Agency, Chicago, has joined the Porter-Eastman-Byrne Company, of that city, as an account executive.

Penick & Ford Report Profits

Penick & Ford, Ltd., New York, "Brer Rabbit" and Penick syrups, reports a net income, after all charges, of \$1,215,762 for the fiscal year ended June 30. Last year this figure was \$1,947,980.

made by **Grammes**



Don't Put It Off Any Longer—Only Four Months And Then You'll Need Them. Send Today For The Grammes Catalog Of Metal Advertising Specialties—It Contains Over A Hundred Good-Will Builders.

We Invite Inquiries From Advertising Specialty Salesmen.

L.F. Grammes & Sons, Inc.

Our
Fiftieth
Year

433 Union St., Allentown, Pa.

New York Office—Fisk Building

Also Mfrs. Metal Stampings, Trimmings, Display Devices, Name Plates, Etc.



Williams

KORK-N-SEAL

THE CAP WITH THE LITTLE LEVER

THE R. L. WATKINS COMPANY

TOILET AND PROPRIETARY PREPARATIONS

1271 WEST THIRD STREET February
CLEVELAND, OHIO Seventh
1925Mr. Geo. A. Williams, President,
Williams Sealing Corporation,
Decatur, Ill.

Dear Mr. Williams:-

You no doubt will be pleased to know that we have just completed our tenth year as a user of Kork-N-Seal, and that during this period we have considered the adoption, and have tried out many closures, but have found none of them as satisfactory as Kork-N-Seal.

Kork-N-Seal has been efficient not only as an original seal, but as a re-seal, and we believe that it has a definite sales and advertising value. During the ten years we have used Kork-N-Seal on Mulsified, we have never had a leakage complaint.

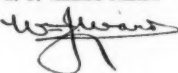
We have six of your CK machines in operation and are pleased to advise that we hardly know that we have these machines in the place, as they give us absolutely no trouble. We can easily get a production of 20 per minute from each of these machines.

We also want to advise you that, during the ten years you have served us, we have never had anything but the very best of service, prompt, efficient and reliable, and that our business relations have been exceedingly pleasant.

Yours very truly,

THE R. L. WATKINS COMPANY

BY




There is advertising value in
KORK-N-SEAL

WILLIAMS SEALING CORPORATION
DECATUR, ILLINOIS



Your sign in the store will help to move your product.

Especially if it's an attractive, high quality sign.



**Lithographed—
TACKER SIGNS
FLANGE SIGNS
COUNTER SIGNS
HANGER SIGNS
DIE-CUT SIGNS**

Sizes 20"x28" and smaller



High-Class ART Work

**Samples and Prices
on request**

**GENUINE QUALITY
AT LOW COST**

Crown Cork & Seal Co.

BALTIMORE, U. S. A.

**Supplying Many National
Advertisers**

Drive Started to Clean Up False Classified Advertising

AN intensive drive to clean up deceptive and fraudulent advertising in the classified columns of newspapers has been started by the National Better Business Bureau of the Associated Advertising Clubs of the World. This class of advertising, in the opinion of the Bureau, is in need of the same house cleaning that has featured the great improvement in the standards governing display advertising.

In calling questionable copy to the attention of the Bureau, those doing so are asked by Edward L. Greene, director, to forward a copy of the advertisement and, wherever possible, the name of the advertising agency that handled the copy. "The National Better Business Bureau will furnish newspapers with facts concerning these schemes," said Mr. Greene, outlining the plan, "and it then will be up to the newspapers to take such action as they deem advisable.

"Naturally, we will keep close check on newspapers to determine the extent to which they are acting on these facts. Likewise, we propose to ascertain the extent to which advertising agencies are handling the accounts of questionable enterprises and in each instance such action will be taken as conditions appear to warrant."

Charles W. Nax, president of the Association of Newspaper Classified Advertising Managers, has assured the Bureau of the co-operation of his association in meeting a condition which he believes calls for the concerted action of advertising interests generally. "Many newspapers already have a strict censorship," Mr. Nax said, "but the fact that others let down the bars, in many respects, has created an unhealthy condition, which works to the detriment of all legitimate publishing and advertising activities."

"Help Wanted" and "Home Work Schemes" will receive preferred attention.

Even Sugar Has Its Cook Book

THERE are more cook books given away, sold, and discarded than any number containing six figures that you can think of this moment. Since Samuel Pegge printed "The Form of Cury," in 1780, the first cook book in the English language, there have been countless of them. Some, by The Ladies' Aid, have helped build churches. Others distributed by modern advertisers in editions of hundreds of thousands have helped build big businesses.

Nevertheless, one of the first steps in The Great Western Sugar Company's advertising campaign was a cook book. In fact, this company uses three in a series, each with specially-tested recipes prepared by a cooking expert.

These three booklets may be said to be the first extensive sugar recipe library published. And sugar, you know, was mentioned in the Old Testament, indicating that the future may still offer excuse for more cook books as new and old foods are presented in their special fields of usefulness. The booklets are named "The Sugar Bowl Series." They tell how best to use Great Western beet sugar in (Volume I) canning, preserving and jelly making; (Volume II) seventy-five delicious desserts; and (Volume III) candy making the easy way. Already there seems to be room for a possible Volume IV on cake and pastry baking.

You may have heard of a prejudice against beet sugar. The misinformed think it cannot make good jelly, etc. The Sugar Bowl Series strikes at this prejudice frontally. "If properly refined, no matter whether from the sugar beet or the sugar cane, sugar is identical for all purposes. By no laboratory test can even a chemist distinguish between pure granulated sugars," says Volume I. It continues: "As for making jellies, the sugar itself, beet or cane, has nothing to do with the jellying properties of the fruit. The jellying process is brought about



Convince the
Readers of
"PUNCH"
by a good
Advertise-
ment of a
good Product
and you have
convinced the
most discrim-
inating public
in the world.

Rates and particulars
of available space
from

MARION JEAN LYON
Advertisement Manager, "PUNCH"
30, FLEET STREET
LONDON, ENG.

by a substance in the fruit juice known as pectin."

It is an interesting fact that in England and on the Continent there was a strong prejudice against cane sugar. When the world war cut England off from Germany's beet sugar, the English had to be educated by their official propagandists to accept cane sugar.

The Sugar Bowl Series is making for a readier acceptance of beet sugar by the American housewife. The booklets assure the consumer that "Great Western Beet Sugar is positively guaranteed to give the best results in jelly making, canning and preserving." The guarantee is stressed in farm and newspaper columns. Testimonial copy and the illuminating fact that 2,000,000 housewives regularly use the sugar successfully in jelly making, carry on the message.

The first year of The Sugar Bowl Series saw regular use of the coupon in display advertising,

but today a "Free" offer of the booklets has taken the coupon's place. Response is just as voluminous. Summer is naturally the season when the canning booklet is featured, beginning, however, in spring. The dessert and the candy books are alternately featured in the winter.

Thousands of the booklets have been distributed through retail grocers. Applications from the trade are taken by field sales promotion men who must satisfy themselves that there will be no waste before this means of distribution is followed. Lists of the grocers' customers are taken from their books; the Sugar Bowl Series is mailed from the company's office, with mention in the accompanying letter of the grocer's name.

New York Office for Indianapolis Agency

The Millis Advertising Company, Indianapolis, will immediately open an office at New York.

TRAVEL

The Transcript is the recognized leading hotel, tour, travel and resort advertising medium in Boston

The Summer Resort Number, Saturday, June 27, carried more advertising of summer vacation places and summer cottages than appeared in the four Boston Sunday (June 28) papers combined.

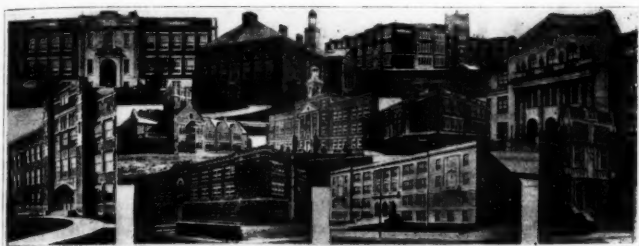
To reach the travelling public of Boston and vicinity advertise in the

Boston Evening Transcript
Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



SCHOOLS — The Nation's Big Business

One-fourth of our population go to school. Underlying our school system is the ever-present educational demand and need of the country. It is essentially and permanently a part of our civilization increasing with our growth and progress as a nation, creating an enormous market of fundamental stability.

When the School Man Buys

School Population
25,850,961

Cost of Operation
\$1,580,671,296

New Construction
\$300,000,000

Property Investment
\$3,003,149,704

PRODUCTS USED

Building materials and equipment of every kind, necessary in the construction and maintenance of school buildings.

Educational equipment, including educational supplies, equipment and apparatus now considered essential for the complete mental and physical development of the child. Cafeteria and Lunch Room Equipment and Supplies.

Automobiles, motor busses and trucks.

Tools and machinery of the same kind used in the trades and industries.

The physical surroundings necessary to provide opportunity to give and receive adequate schooling requires products of every description and from practically every industry.

It involves building and equipping permanent school structures, the maintenance of properly ventilated, heated and lighted schoolrooms and in addition to the educational facilities demands provisions for all forms of physical, manual, vocational and recreational activities.

Selling schools successfully requires a complete knowledge of the field and proper sales approach to the officials directing and controlling the expenditures for the construction, equipment and operation of schools—the *School Board, Superintendent of Schools, Business Manager, Supervisor, Schoolhouse Architect, School Supply Trade.*

A market analysis is available to officials of companies interested in selling schools.

The Bruce Publishing Company

Established 1891

Home Office: 2307 Montgomery Bldg., Milwaukee, Wis.
Eastern Office: 30 Church St., New York, N. Y.

In the School Field — Ask Bruce

The AMERICAN SCHOOL BOARD JOURNAL

The Leading Periodical
of School Administration
Member A.B.C. — A.B.P.



The INDUSTRIAL- ARTS MAGAZINE

Devoted to Vocational
and Industrial Education

Member A.B.C. — A.B.P.

The center of business for ad vertising interests

51

East 42^d St.

"Next Door to Grand Central"
NEW YORK CITY

Entire floors or smaller offices with plenty of light and convenient to everywhere. See them.

Ask for our Representative on Premises

**Vanderbilt Avenue
Building Corporation**
Renting and Managing Agent

Room 610 Tel. Murray Hill 1198
Or your own Broker — Brokers protected

Westinghouse Advertises Value of Customer-Stockholder

Believing that "widely distributed ownership is a favorable economic factor," the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., recently used large newspaper space to call attention to the fact that the electrical industry is owned by the people. The copy told how the customers of this industry are its owners, in that they are stockholders.

The advertisement is headed by a table showing the increase in the number of new customer-stockholders of electric service companies during the last ten years. In 1923, the table shows, there were 279,186 new customer-stockholders, compared with 156,725 in 1922. The table gives the figures back to 1914 when there were only 4,044 new customer-shareholders.

The value of this increase in ownership, according to the advertisement, is that "It helps build business; it is an assurance of capital; it makes for financial stability; it is a protection against public misunderstanding."

E. E. Leason to Join Root Agency

E. E. Leason will become vice-president of the F. S. Root Company, Inc., Boston, direct advertising, on September 1. He has been with the B. F. Sturtevant Company, Boston, for fifteen years, the last five of which he has been advertising manager.

Real Estate Account for Miller Agency

The Meyering Land Company, Detroit, real estate, has placed its advertising account with the Allen G. Miller Company, Grand Rapids, Mich., advertising agency. Newspapers will be used.

General Cigar Income

The General Cigar Company, New York, Robert Burns, Owl, Van Dyke and William Penn cigars, reports a net income, after charges, of \$1,007,565 for the first six months of this year. In the same period last year this figure was \$1,182,330.

C. C. Main with Doyle, Kitchen & McCormick Agency

C. Curtiss Main has joined the staff of Doyle, Kitchen & McCormick, Inc., New York advertising agency. He was formerly with the Philip Kobbe Company, Inc., New York.

Cleveland Agency Changes Name

The Burns-Wolaver Company, Cleveland advertising agency, will be known in the future as The E. D. Wolaver Company. E. D. Wolaver is president.

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"Our Appreciative thanks"- says "PANCrust"

".... to pass on to you the appreciative thanks of our concern for the splendid broadside recently mailed out by your paper. We passed a few of these to some of our select customers in the South, and in every instance we received some of the nicest comments that were ever made with reference to advertising."

Here is what the South Texas Cotton Oil Co., manufacturers of "Pancrust", wrote to the Merchandising Service Department of the Bulletin:

SAN FRANCISCO BULLETIN

was selected for the big "Pancrust" campaign for two reasons. In the first place, the Bulletin is recognized as San Francisco's greatest HOME newspaper, and the logical paper to introduce any food product. And the Bulletin's Merchandising Service Department is nationally known for the practical, tangible help it gives to advertisers.

SAN FRANCISCO The Bulletin

NEW Ownership ~ More NEWS ~ NEW Features ~ Watch it!

O'MARA & ORMSBEE, INC. Representatives

NEW YORK

CHICAGO

DETROIT

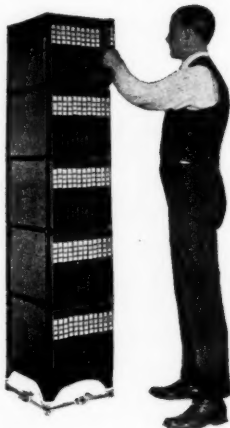
SAN FRANCISCO

Protect Your "CUT" Investment

Half-tones, zincs, color plates and electros are expensive these days. It pays to protect them from damage. But what is far more important is having them right at your finger's ends when you want them. And that's exactly where they'll be if you file them in

VERTIFILE

GRANT'S



Saves

**Plates, Time, Space,
Worry, Money**

You can buy one unit or a thousand, just as you need them. One 5-unit section, capacity 90 sq. ft., occupies only 14"x18" of floor space.

*Write for facts and
capacity chart*

HARLO R. GRANT & CO.

2318 W. Madison St.

Chicago, Ill.

Phone, West 3631

*P. S. Address our Used Dept. for
lists of flat drawer files—replacements.*

Population Estimates of Fast-Growing Cities

THE FLEISCHMANN COMPANY
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Throughout the country there are a number of communities whose population in the past few years has grown with extraordinary rapidity. We have in mind such places as Detroit and Los Angeles, etc.

The 1920 Census figures do not reflect this change, and it is, therefore, very difficult for us to compare, on an equal basis, sales to population in these localities as compared with other places throughout the country where the growth has been more normal.

We would be interested to know if you can furnish us with any suggestions as to how it would be possible for us to obtain more up-to-date and correct figures immediately, without waiting for the next Census.

THE FLEISCHMANN COMPANY.

ALTHOUGH the Bureau of the Census makes comparatively frequent estimates of city population statistics, the latest surveys do not cover cities of recent abnormal growth, such as those mentioned in this letter. But there are other sources of statistical information that will furnish business concerns with sufficient data with which to arrive at fairly accurate estimates.

The latest issue of "Estimates of Population of the United States" includes estimates by States and cities for the years from 1910 to 1923. This publication considers all cities, and is sold at fifteen cents a copy by the Superintendent of Documents, Government Printing Office, Washington, D. C.

Later figures, concerning most of the seventy cities of 100,000 population and over which report automobile fatalities to the Department of Commerce, are published every year in a special bulletin. The last issue covers the period from January 1 to May 23, 1925. Copies may be secured from the Department of Commerce by requesting the bulletin on automobile fatalities, but it will be found that population estimates are omitted for Akron, Bridgeport, Detroit, Los Angeles, Norfolk,

Oklahoma City, Seattle, Waterbury, Elizabeth and Erie. A footnote explains that "the estimates for these cities have not been made pending the establishment of more satisfactory figures."

As it happens, Detroit is now making a city-wide census, and it is expected that the results will soon be available. Recently, several smaller cities have done the same thing. Detroit, however, is practically the only one of the large cities that has ever undertaken a complete census with the bureau's assistance.

If any given city has not enlarged its area since the 1920 census, it is a comparatively simple matter to secure data on which to base a population estimate. Frequently, the local telephone company will furnish accurate figures on the increased use of telephones over a period of years. The city authorities, in many instances, will give information regarding the issuance of building permits for residences and apartment buildings. Then, it is possible to secure figures on the increased use of water, gas and electric meters. By comparing these various statistical data with the known population figures, a fairly-accurate ratio of increase may be worked out.

With cities that have increased their areas, the problem is more intricate. In some cases, with cities of this class, it may be best to consider as a whole the counties in which the cities are located, and to work from the county population estimates in "Estimates of Population of the United States" and the figures of the last census. Unless the concern that desires the estimates employs an experienced statistician, it is best to commission a professional specialist or one of the statistical bureaus to solve the more complicated problems of city population estimates. In any event, it is a wise precaution for those who are not entirely conversant with the possibilities of statistical data to submit their figures to a statistician before applying them to selling problems.—[Ed. PRINTERS' INK.]

CHATTANOOGA

Unexcelled Location in Southern States

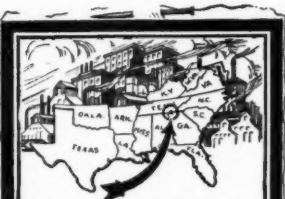
Offers Ideal Site for Business Headquarters in Rich Territory

Chattanooga, Tenn., Aug. 27—Current reports on business conditions throughout the South justify the statement that the southern states are entering a new era of unsurpassed prosperity.

Concerns in all lines of industry should take immediate steps toward securing a share of the good business available in the rich southern territory.

A base of operations, located in the South, is essential to the securing of maximum results.

Chattanooga offers an ideal site for sales offices, warehouses, assembly plants and factories serving the South, due to strategic location, splendid transportation facilities and numerous other important assets.



CHATTANOOGA

"The Dynamo of Dixie"

A glance at the map shows the superb location of Chattanooga in the very center of fourteen prosperous southern states.

Inquiries regarding Chattanooga will receive prompt, careful, to-the-point replies. Address Chattanooga Clearing House Association, 840 James Building, Chattanooga, Tennessee.

White Space or **READERS?**

What are your advertising representatives selling? What are your accounts buying? What are they willing to invest their money in? *White space or Readers?* We can give you something you want. Something you have got to have, if you are to sell your white space.

We can get you Independent Distribution in every major city and town, and increase your newsstand circulation and national coverage. If you want to know how—and you do, write us and say you want the data.



**EASTERN DISTRIBUTING
CORPORATION**

*National Distributors of
Magazines*

15 WEST 37th STREET
New York City
Wisconsin 2746-7

Physicians Finance a Co-operative Campaign

In Richmond, Ind., Forty-five Doctors Gladly Put Up Money for Twenty-six Newspaper Advertisements That Tell of the Doctors' Rights as Well as the Rights of the Public

FOR years, the use of advertising has been suggested to doctors. And each time the suggestion is made they either shudder at the thought or ask "How?" The answer generally is: "You should tell the public what you owe to it; how much you have done for it; and what you can do for it." But the answer doesn't strike fire with them.

However, in Richmond, Ind., forty-five physicians have willingly financed a co-operative advertising campaign which called for a series of twenty-six pieces of copy in newspaper space. The difference between this campaign and the many others that have been suggested to physicians, is that it effects a compromise between two subjects: (1) The doctor's responsibility to the public, and (2) The public's responsibility to the doctor.

The idea of the campaign is basically this: The physician should always be at the beck and call of the sick; he should be thoroughly informed on all phases of modern medicine; he should attend special clinics, and should devote time to special research and observation work; but the public should pay him for his work and pay promptly.

Statistics show, according to E. J. Treffinger, who originated and copyrighted the copy used in this campaign, that less than 10 per cent of the calls made by physicians are paid for when the call is made, and that 75 per cent of all calls are not paid for within thirty days. Here was a condition which advertising could correct. It was because the physicians saw that a sustained advertising campaign had the power of speed-

*Here's the answer
to your question—*

***"How can we best tell our
story to County Agents, Home-
Demonstration Agents, and
other Agricultural Extension
Workers?"***

That question is completely answered for you in
the announcement number of FARMING TOPICS.

It tells you

—What County Agents, Home-Demonstration Agents,
and other Agricultural Extension Workers are doing to
introduce more efficient methods and practices onto the
six and a half million farms of this country.

—How their recommendations and advice are increasing
tremendously the sales of every product used on the
farm and in the farm home, and making markets for
new products.

—The importance to your merchandising plans, of thor-
oughly acquainting this group of educators and advisers
with the merits of your product.

—How you can best reach this group with your message.

If you want farm business you should read every
word of this vital message.

Clip and mail the coupon today.

FARMING TOPICS 1532 Tribune Tower CHICAGO, ILL.

COUPON

FARMING TOPICS

1532 Tribune Tower, Chicago, Ill.

I should like to see the announcement number of FARMING TOPICS.

Name

Firm Name

Address

WANTED

Printing Sales Manager

Read this advertisement *carefully*
as it spells

O-P-P-O-R-T-U-N-I-T-Y

We will employ the successful applicant at a good substantial salary and give him an opportunity to enter into partnership of our company after a year of successful sales management.

OR

We will pay a good substantial drawing account and arrange for a bonus payment against either his gross sales or net profits.

BUT

The man we want must be able to take over and conduct a sales program completely.

First of all, he must be, at the present time, selling successfully, direct-by-mail, complete campaign, and other better grade printing that is profitable.

Second, we have been in business since 1876 and enjoy an enviable reputation which will be an asset to any man.

Third, we have spent, during these summer months considerable thousands of dollars for new and up-to-date equipment so that we would offer an organization, with 100% productive facilities, to the man we will ultimately choose.

Fourth, please write in detail to Mr. Herman Jaffe, Vice-president, making your letter as detailed as possible as replies will be based on information given in letters. Letters will be kept confidential.

Fifth, by all means do not phone or call for interview before you have written.

Clarence S. Nathan, Inc.

Printers Since 1876

**424 West 33rd Street
New York City**

ing up collections and thereby bringing them a return that they gladly financed it.

It should not be assumed that the copy was an iron fist that demanded prompt payment of doctors' bills. On the contrary, it was quiet and dignified in tone. The use of a statement showing that, while costs of living have increased doctors' fees have not gone up, added force to the demand that medical bills be paid promptly. Here is part of one advertisement:

Because the physician is a professional man and not usually thought of in the same class with the merchant or manufacturer, the public, while fully recognizing "increase in overhead and production costs of the manufacturer," does not seem to think that the same conditions apply to the doctor.

As a matter of fact, overhead costs for the physician have increased as much and in many instances much more than have those of the merchant or manufacturer.

Yet the physician has not increased his fee for either office or home attention in anything like the proportion in which his overhead has grown. Neither has the physician laid any more stress on collections than he did when overhead was but a slight consideration with him.

Perhaps it never occurred to you that the man who enters medicine, is temperamentally entirely different from the man who enters business. He takes up medicine with the same idea that the young man takes up the ministry—to serve and help humanity. He enters a profession that requires years of study before he can realize a dollar, and when he begins to practice, he naturally has a very large percentage of charity work. His thoughts are about the patient. If they were not, he would not respond to any and all calls at all times of night and in all kinds of weather.

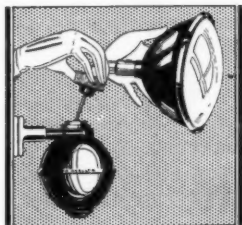
A few physicians have a business secretary or office assistant but most of them trust to the honesty of their patients. Sad to relate, many, many times the physician's bills are the last ones thought of in many families.

Treat your physician fair. No service you get in this world is more important than his. If it isn't convenient to pay cash at the time the service is rendered, at least be fair enough to pay within thirty days as you pay all other bills.

When it is considered that support for the campaign was sought from fifty-six physicians, and that out of that number, forty-five approved and financed it, it must be admitted that the ethical physician is willing to use advertising if he can use it with profit to himself and in a manner in keeping with the dignity of his profession.

AutoReelite

THE ONLY SPOTLIGHT ON A REEL



THE Appleton Electric Company makers of AutoReelite and "Unilets," has seen fit to place the direction of their Advertising with this organization.

Concerns of the Caliber of the Appleton Electric Company do not appoint their Advertising and Merchandising Counsel blindly.

They investigate. Why don't you?



smith-paulson
advertising service, inc.
tribune tower, 1912
chicago illinois

The Household Goods Storage Companies of Chicago also place their advertising through this organization

**The finest
printed
Rotogravure
Section
in
America**

**San Francisco
Chronicle**

National Representatives

Williams, Lawrence & Cresmer,
225 Fifth Avenue,
New York City.

300 No. Michigan Ave.,
Chicago

R. J. Bidwell Co.,
Times Bldg.,
Los Angeles, Calif.

**WINDOW DISPLAY
SERVICE FOR NATIONAL
ADVERTISERS**

Through the reliable NATIONAL ASSOCIATED WINDOW DISPLAY SERVICES, consisting of the following members:

San Francisco, Calif., 1335 Clay St., Holden Display Co.

Bridgeport, Conn., 50 Fulton St., Fitzpatrick Display Co.

Kansas City, Mo., 5600 Charlotte St., Bowman Designing Co.

Cleveland, Ohio, 1768 E. Ninth St., Fadern Display Service.

Chicago, Ill., 553 W. Lake St., Fisher Display Service.

Boston, Mass., 1296 Washington St., Universal Window Display Service.

Detroit, Michigan, 6259 Avery St., Best-Way Adv. System.

Milwaukee, Wis., 3200 Vilet St., Wisconsin Display Co.

Baltimore, Md., 219 No. Liberty St., General Sales Service Co.

New York City, N. Y., 141 Fifth Ave., Display-Well Window Service

San Antonio, Tex., 212 Losoya St., Patrick Display Co.

Ft. Worth, Tex., Holmes Bldg., Cornelson Display Service.

St. Louis, Mo., 912 No. High St., Thornhill Display Service.

St. Paul, Minn., Park Square, Noyes Bros. & Cutler.

Indianapolis, Ind., 602 Lombard Bldg., Advertisers Display Service.

Hundreds of window display installation orders for leading national advertisers have been handled by our members who are functioning in forty leading cities.

Headquarters

**NATIONAL ASSOCIATED WINDOW
DISPLAY SERVICES**

602 Lombard Bldg., Indianapolis, Ind.

**Studebaker
Gives Testimonials
Added Power**

A NOVEL application of the testimonial idea was used recently by the Studebaker Corporation of America, in a full-page Cleveland newspaper advertisement. A group of Cleveland business men and manufacturers supplied the copy by writing testimonials on details about the car, concerning which each writer was a locally known expert.

The letters passed judgment on the carpet, glass, leather, hardware, stampings, accessories, woodwork and wheels, tires, paint, springs and upholstery. Practically every detail of the car thus received an authoritative recommendation by a man who the local prospective buyer had very good reasons for believing.

Here are a few of the letters. The first is written by R. E. Hayslett, sales manager, Hydraulic Pressed Steel Company, Cleveland.

Studebaker's reputation for using the best of materials in all its sheet metal parts is justified. Examination shows it to be of a gauge heavier than the average.

Another comes from the pen of James W. Likly, president, Likly-Rockett Trunk Company, Cleveland.

An important item in a car's appearance as well as life, is the leather. Studebaker uses real leather, plenty of it, and skimps nothing in quality or thickness.

A third was written by George D. Cornell, the George D. Cornell Company, Cleveland.

The finish and wearing qualities of Studebaker body paints give every evidence of expert workmanship and best materials.

Most of the automobile-owning population of Cleveland knows that George Cornell, who has a paint business over on Euclid Avenue, is well qualified to give his opinion on the painting job of any automobile. What he says will be accepted as a statement worthy of belief. The same holds true of the statements by the other

prominent people who are quoted. Studebaker thus capitalizes the confidence that the local prospect has in the reputations of his fellow-townsmen and, in that way, gives the old testimonial idea renewed strength and vitality.

MacLean Adds Two New Publications

Canadian Homes & Gardens and *Trade Abroad* are the names of two new magazines which have been added to the list of publications published by the MacLean Publishing Company Ltd., Toronto. *Canadian Homes & Gardens*, which started with a July number, has a page type size of 8 5-16 inches by 11 1/4 inches. H. V. Tyrrell is manager.

Trade Abroad started with a September issue. Its editorial contents will be devoted to assisting the sale of British Empire Products in North America and to advance the sale of North American products in other lands. B. G. Newton is manager of *Trade Abroad*, which has a type page size of 10 inches by 7 1/4 inches.

Stacy H. Wood with Robert E. Ramsay

Stacy H. Wood has been appointed associate in charge of visualizations and art of The Robert E. Ramsay Organization, New York. He was with *John Martin's Book*, New York, for four years, and, more recently, has been engaged in free lance work.

Insecticide Account for Rochester Agency

The Rochester Rex Company, Rochester, N. Y., manufacturer of insecticides, sprayers and fruit sizers, has placed its advertising account with the Hutchins Advertising Company, also of Rochester.

Grand Rapids Show Case Company Buys Himmel Company

The Grand Rapids Show Case Company, Grand Rapids, Mich., has purchased the M. L. Himmel & Son Company, Inc., Baltimore, Md., manufacturer of store equipment.

Tidewater Oil Sales Gain

The Tidewater Oil Company, New York, Veedol and Tydol, had gross sales for the half-year ended June 30 of \$37,497,219, compared with \$31,608,026 for the same period in 1924. Surplus after dividends was \$2,858,387, against \$2,323,059 last year.

L. B. Carpenter, until recently business manager of *Dental Items of Interest*, Brooklyn, has joined the sales department of Charles F. Hubbs & Company, New York.

Tri-Weekly Journal Atlanta, Ga.

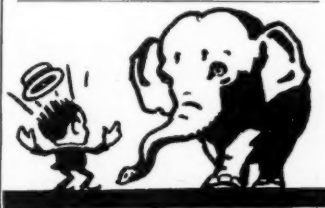
Atlanta bank clearings in July were a record high for that month.

August clearings are running ahead at a faster pace than July's.

Selling of their crops by Georgia farmers at good prices is a big factor in Atlanta's bank business.

More Georgia farm families read The Atlanta Tri-Weekly Journal than read any other newspaper.

The Journal Covers Dixie Like the Dew.



Big Things Coming Our Way

Almost every day now there is an announcement of a new development which is bringing more people and more money to the Mississippi Gulf Coast—One of the "big ones" lately is the \$5,000,000 Edgewater Gulf Hotel and Resort.

National Advertisers can share in the progress and prosperity of the Mississippi Coast by telling the story of their products through *The Daily Herald*—it goes daily into over 5,000 homes on the Mississippi Coast. Through it you can broadcast your message to this ever-growing and prosperous group.

THE DAILY HERALD
Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

Getting Your Salesmen to Work Harder

(Continued from page 6)

Corporation, the American Tobacco Company, Calumet Baking Powder Company, Coca-Cola Company and many others.

I am acquainted with a number of sales managers who have given considerable study to the question brought up in this article. They have all evolved plans of their own for getting their salesmen to work harder. To conclude this article, I am going to give a brief summary of their methods:

L. H. Heimerdinger, president of the Pioneer Suspender Company, gives this formula for getting salesmen to work harder:

First—Endeavor to engage only such salesmen in whom you can have confidence.

Second—Let the salesman know that you put him on his honor.

Third—Treat him fairly, the same as you would want to be treated yourself.

Fourth—Compliment him when he deserves it.

Fifth—Give him a plain warning when he does not act in accordance with the above.

Sixth—"Fire" him just as soon as you are convinced that he will not "play fair."

John Poncet, manager of the cravat department of Cheney Brothers, tells me that his salesmen are kept on their toes through the medium of a bonus plan which gives the men credits for the number of calls made every day. The bonus plan is based on four different kinds of calls: First, old customers without getting an order; second, old customers who give an order; third, prospects without getting an order, and fourth, prospects who give an order.

The number of items sold also figures in the bonus. Because of this arrangement, all the salesmen realize that it is to their interest to make fifteen calls a day, if that is possible, instead of only fourteen or less, and that it is also to their advantage to sell thirty items

less. The Cheney bonus plan also gives special points for work on Saturday. The accomplishments of the leaders in the accumulation of points during the week are bulletined to all the salesmen.

C. R. Acker, vice-president of the Brandt Automatic Cashier Company, has found the best way of stimulating salesmen and keeping them working, is the old-fashioned sales contest. He also uses a daily report form which sets forth a certain standard for each salesman to follow. When a salesman does not measure up to this standard his deficiencies are apparent.

Marshall L. Havey, vice-president of The Celluloid Company, says that in his experience with a small sales force such as his company has, it is the best plan to work individually with each salesman, rather than to formulate any general plan calculated to work upon the men as a group. In addition to this policy, the company adopted a bonus plan about a year ago which has had an excellent effect in keeping the representatives working to capacity.

F. K. Pennington, general sales manager of the A. B. Dick Company, claims that salesmen cannot be made to do their best unless they are genuinely enthusiastic about the product they are selling. He insists that mechanical devices to stimulate salesmen do not work. However, if a man can be filled with bubbling confidence about his product and a masterful knowledge of it, it will not be necessary to keep pounding him on the back to keep him working. Mr. Pennington says that imparting this enthusiasm to salesmen is a matter that differs in every business.

Another formula for getting salesmen to maintain maximum effort is presented by F. S. Fenton, Jr., general sales manager of Coppes Brothers & Zook:

1. Sales contests.
2. Comparative sales records and costs percentages one salesman as against another and the appeal to personal pride.
3. Constant check on calls and towns.
4. Weekly personal bulletin letters to the entire organization. No canned pep

Cambria County And Its Fair



CHARLES M. SCHWAB, *Chairman*



**With the Greatest County Fair Plant in
America — Involving an Expenditure of
\$500,000 for its Construction—the Cambria
County Fair Has Become of**

Nation-Wide Interest

Ebensburg, Pa.—Sept. 14-19 Inc.

Cambria County, Pa.

In this thriving community of mills, shops and mines, more than 350 listed firms carry on various industries that employ approximately 40,000 men, the value of whose products totals more than \$300,000,000 a year. At Johnstown—county metropolis—the Bethlehem Steel Co. is spending more than twenty millions of dollars in new mills and plant improvement.

**The Big "Home" Newspaper Thoroughly
Covering Cambria County and its Entire
Trade Area Is**

The Johnstown Tribune

**NATIONAL REPRESENTATIVES
BRYANT, GRIFFITH & BRUNSON, INC.**

NEW YORK

CHICAGO

BOSTON

ATLANTA

CAN YOU WRITE TECHNICAL COPY?

Here is an excellent opportunity for a man with engineering education or background and advertising experience. A nationally known manufacturer located in Pittsburgh needs a man for the advertising department. Ability to write convincing copy for trade journal advertisements, catalogs, and direct-mail literature is essential.

If interested, state experience, age, qualifications, and salary expected. Also be prepared to submit samples of the work you have done. Address "F," Box 85, care of P. I.

COPY WRITER WANTED

A small but growing advertising agency, located in New York City, wants either full or part-time services of an exceptionally good copy writer. Must be able to prepare strong, convincing selling copy; make rough layouts and suggest effective merchandising ideas.

Write, stating age, experience, present connection and salary desired. If you have any export advertising experience, mention that, too.

Address, "H" Box 87, Care of PRINTERS' INK.

but good personal stuff having to do with our own organization and results accomplished and to be accomplished.

5. Personal trips through the territory. At least 50 per cent of the sales manager's time should be spent with his men in the field.

6. Personal selling as an example.

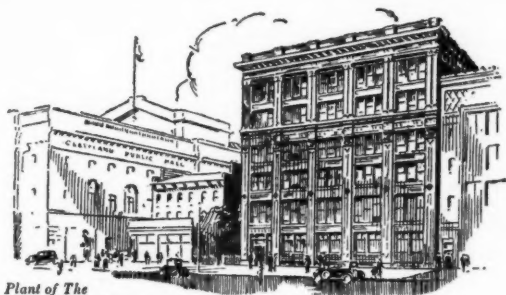
7. Constant encouragement.

Donald B. Abbott, president of The Sportocasin Company, informs me that he has found no better way of keeping salesmen working than to pay their traveling expenses and a starvation drawing account against commissions. If a salesman cannot live on his drawing account he will have to work to bring in more.

A. C. Monagle, sales manager of the Royal Distributing Company, Inc., manufacturer of Royal baking powder and Royal gelatine desserts, claims that sales contests can be utilized, in some instances, with good effect in keeping salesmen working at top speed. The company depends mainly, however, on a daily check-up of its salesmen's reports for its supervision of them. Each report is handled individually and suggestions made to the men as a result of anything the report may reveal. Reports are checked not only by the home office but by the district sales managers. At the end of each quarter, the work of each salesman is summarized and scrutinized to see if each man has measured up to expectations. Sales conferences are held by district managers with their men frequently. These prove very beneficial.

Annual sales conferences are held also for the purpose of stimulating the interest of the men in the success of the business, and impressing upon them that they are an important link in the organization. Sales bulletins are also used by the company. They are not sent out regularly—only when there is some important message to deliver.

Thomas McMullen, general sales manager of Arbuckle Brothers, says that it is his policy, in directing the several hundred salesmen in the employ of the company, al-



Plant of The
A. S. Gilman Company.
Cleveland Public Auditorium in background

Who'll Be Next to Move to Cleveland?

A WEEKLY news magazine has moved to Cleveland in order to dispense its news more quickly to its readers. The significance of this may have come home to publishers of other magazines, particularly business papers, whose function it is to dispense news quickly.

Cleveland's geographical advantages as a publishing center are matched by its printing facilities.

The A. S. Gilman Company offers to some magazine publisher interested in locating at Cleveland, a set-up that is practically ideal. A large, modern plant; equipment for turning out big work promptly and well; a large organization of skilled men—compositors, pressmen and supervisory staff; experience in publication printing on a considerable scale

Perhaps you would like to look into this subject further. We would suggest you write us promptly if you are interested.

THE A. S. GILMAN COMPANY

623 Saint Clair Avenue, N. E.

CLEVELAND, OHIO

WANTED AN ADVERTISING MANAGER

Advertising Manager for new national class magazine, superior to anything in its field, with hundred thousand growing circulation. Must have integrity, experience, brains and energy. No other kind need apply. References required. Adequate salary and real future.

Address "G," Box 86
care Printers' Ink.

An Opportunity

with an old established mercantile firm in New York City is open to a man between 25 and 35 years of age. Good appearance, thorough education and convincing address are necessary. The ability to meet and favorably impress those with whom you come in contact will be the chief point on which applicants will be judged.

Write us about your past experience in detail. Every applicant's letter will be held in strict confidence.

Address, "J," Box 88,
care of PRINTERS' INK.

ways to remember the old saying to the effect that fear and the lash will drive men from the valley to the hillsides, but rewards will make them go over the top of the mountain. Mr. McMullen says that there is no better incentive for men than a bonus paid on increased business. The bonus should be based on effort over a long period. It should be fair and paid at intervals of not over six months apart so that the men will not be inclined to forget that they are earning the bonus.

G. N. Ackerman, sales manager of the Doughnut Machine Corporation, says that when a salesman is not working as well as he should be doing, the thing to do is to find out why. He says he has found that any one of the following reasons may explain why a salesman is not doing his best:

- Weather too hot or too cold.
- Business conditions dull.
- Customers pessimistic.
- Not thoroughly sold on own product.
- Goods somewhat out of season.
- Not loyal to district or general sales manager.
- Superiors do not work hard.

When any of these obstacles are discovered, it is up to the sales manager to try to remove them as best he can. This is an individual matter, in the opinion of Mr. Ackerman.

F. S. Beveridge, vice-president and director of sales of The Fuller Brush Company, presents his ideas on the subject in these few words:

"Show them the value of time—a salesman's most valuable asset. Show them how to use this time to the best advantage. Show what others are doing by the efficient use of their time. Have successful men write their experiences for others. Show how the law of averages always works.

"As an incentive to get men to put in more time, I would run contests occasionally, then point to the new records which they have made and try to show them what helped them to make these records. In practically every case, they will find it was time used to the best advantage.

"Have men set quotas for them-

selves of hours spent in actual work as well as sales.

"Do not continually harp upon the thought of putting in more hours, but treat the subject in as many diversified and interesting ways as possible. Teach them the value of time indirectly.

"Salesmen do not like to have their sales managers continually harp upon some particular subject. A manager, therefore, must have initiative enough to find varied and unique ways of presenting the same idea."

Frank Hayden, sales manager of Becton, Dickinson & Co., tells me that he always tries to instil into his men the idea that the more they expose themselves to orders, the more orders they are bound to get. Once a man gets this notion into his head, he is going to work harder and see as many people as he possibly can every day. Mr. Hayden has a report system that is very effective. The salesmen send in white reports on customers and yellow reports on their prospects. The company has a slogan that it constantly quotes to its men which reads: "Turn the yellow to white."

Mr. Hayden uses a weekly bulletin also. In this bulletin is given such information as the outstanding individual large volume of business of the week before. This is interpreted in the terms of the number of orders, the increased average per order, etc. In all bulletins, the idea is emphasized that exposure to business inevitably brings business.

The company also has what it calls a "Four-Figured Club." Once a month, the company lists in its bulletin the number of weeks that each salesman has written business running into four figures. Men who write business running into four figures in a week get into the "Four-Figured Club." The desire to get into this club is a natural incentive which keeps the men working at their best.

Another thing that this company does which has proved effective is to take a man's record for a specific time and then to show him what the results of that record

MEMBER of A. A. A. A.

has unusually attractive proposition for advertising account executive who can prove his ability to obtain and handle desirable accounts.

Business need not be large if capable of development.

Kindly state particulars, which will be held in strict confidence.

Address, A. B. C.,
Box 230,
Care of PRINTERS' INK.

I'm willing to make an account executive a partner!

I have been head of my own New York advertising agency for eight years. Before that I was a solicitor for another agency.

I know how to get business and I want someone else who knows how also.

My organization is complete. No need to worry about production, copy, art work, plans, I'll attend to that. You can put all your time in building up your accounts and getting new ones and I'll give mighty valuable practical assistance.

The right man who makes
good can have a partnership.

Address President, Box 89, P.I.

A "Four A"
Agency wants
an
Account
Executive

First, a personality that wears well. Then a wide background of merchandising knowledge. And a fund of *ideas*. A "Four A" agency has an opening of importance for a man who can answer to all of these. Address "L," Box 232, care of Printers' Ink.

Sales Manager

**EXPERIENCED IN BUILDING
AND TRAINING SPECIALTY
SALES ORGANIZATIONS**

I AM looking for an opportunity to apply my experience and energy where they will build solidly for the future.

I want to become associated with a financially responsible manufacturer who is in need of increased and improved sales representation.

I am 38, married, have two children, and have 18 years' experience in selling and sales management in the specialty field, and in general merchandising with some of America's largest organizations.

**"O," Box 235, Printers' Ink,
New York**

would have been in dollars and cents if his average order had been so many dollars more, or if he had been able to get a certain number of additional orders of the same average for the same period. Sometimes, this demonstration is graphed, so the salesman can see how much better off he would have been if he had worked a little harder.

Another thing that is done by Becton, Dickinson & Co. is to take a particular product for a period and then analyze the territory that each man is going to cover in that particular time, with relation to that particular product. The analysis shows where that product has not been sold and where by special work on it in that territory a large number of new distributors could be obtained.

A. E. Philips, sales manager of The Welch Grape Juice Company, says that all plans of stimulating salesmen to keep them working harder are apt to grow stale or prove ineffective after a time, as is the custom with medical stimulants. When this happens, he claims that the only thing to do is to get back to what he calls the "reason why" method of stimulating salesmen. This "reason why" method may consist of many things but principally of imparting to the men a fresh viewpoint on the principles for which the house stands, the intrinsic value of its products, the social service that the organization is performing, and the superiority of its methods of performance. When this is done properly, the men can be made to take joy in their work, to take pride in their house and to work faithfully and efficiently because of their feeling of loyalty toward the house.

The general sales manager of a company in the food product field states that his company's compensation plan is an example of how the method of paying salesmen is, in itself, sufficient to stimulate the right sort of man to work as hard as it is possible for him to do. The company pays its salesmen \$150 a month salary. This is a small salary and the

right sort of man will not be content to earn that and nothing more. In addition, the company pays its salesmen a commission of 5 cents on every case of food they sell. Unless a salesman sells 500 cases of food in a month, he is not making good, and naturally will not stay with the company. However, if he does sell 500 cases a month, he is making \$175 a month. To really make good, however, a salesman must be selling at least 1,000 cases a month. If he sells 1,000 he is making \$200 a month. The more he sells above 1,000 the more he makes, of course, for himself. Under this system, a man who is not qualified for the job will automatically eliminate himself, and the man who is qualified will work as hard as he can in order to earn as much money for himself as he can.

"Management and Administration" Appointment

Rutledge Birmingham has been appointed advertising manager of *Management and Administration*, New York. He was formerly with The George L. Dyer Company, Inc., New York advertising agency. Previous to that he was advertising manager of *Industrial Management*, New York.

Studebaker Sales and Profits Gain

The Studebaker Corporation, South Bend, Ind., reports net sales of \$86,569,763 and net profits of \$10,122,048 for the half-year ended June 30. The figures for the same period last year were \$71,106,226 and \$7,572,269 respectively.

Ship Building Account for Smith, Endicott

The Ellis Channel System, steel hull construction, New York, has appointed the Smith, Endicott Company, Boston advertising agency, to plan its advertising. Marine journals and newspapers will be used.

Texas Fruit Growers Appoint Dallas Agency

The Texas Citrus Fruit Growers Exchange, Mission, Tex., has placed its advertising account with the Southwestern Advertising Company, Dallas. A newspaper campaign on this account will start about December 1.

Are you the man?

We want a Salesman with a sales record in the Direct-by-Mail field, capable of earning at least

\$10,000 per year

Must devote his entire time traveling and **SELLING**. To such a man who can qualify for the job, we offer a large commission as well as additional bonuses. Business bears best testimonials of any in the field and as high as \$600 in one day has been earned by one of our men.

We have five printed Direct-by-Mail Services for five of the best businesses the year 'round. Tell us about yourself in the first letter.

Address "**CONFIDENTIAL**"

Box 231, Printers' Ink

185 Madison Ave., New York City

Advertising Executive

—offers—

To a Manufacturer--

Well-grounded agency experience.

To an Agency--

Thorough and diversified knowledge of the manufacturer's problems.

And to Either--

A record of experience gained through association with some of the most important nationally known organizations.

Available September 1st

Address "**M**," Box 233, Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

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NEW YORK, AUGUST 27, 1925

Zones of Impatience

Businesses and individuals alike sail into zones of impatience every so often without knowing just how or why. Probably, no real damage would result from this if it were not for the fact that impatience with events as they are breeds a deadening inactivity more often than it stimulates bigger effort.

The unseasoned advertiser who has been oversold on advertising becomes impatient when it fails to work wonders without any delay. The salesman who has had a run of bad luck finds it easy to convince himself that someone else's grass is greener than his. Within a few months after leaving the campus, many a young chap is

disappointed with his job. The lustre on the career that he picked so optimistically has begun to dim.

Then it is that the advertiser, the salesman and the young graduate lose valuable time in negative thinking and action. Once in the impatient zone, the tendency is strong to do almost anything but make the best of conditions.

One feature in the day's news that has always interested a prominent publisher is the obituary notices. "I have learned important lessons from these brief sketches," he says. "I have noticed that in some men's careers there have been long periods when they seemed to be standing still. Yet, in the end they often reached high places. Most of them did not begin to make money until they were forty. They were preparing. The lesson that I learned from these obituaries was the value of patience."

Charles H. Markham, president of the Illinois Central System, was a station agent at the age of thirty-six. Fred Wardell, president of the Eureka Vacuum Cleaner Company, told some of his salesmen recently that it took him forty-seven years to get the kind of home he wanted. He never made any real money, he said, until after he was fifty-five. Other leaders have gone through the same long fight. They know that good building timber must be seasoned. One of the really big things that they can do is to devote some of their time to narrowing the zones of impatience by building men who are bigger than petty events.

Melting Pots For New Salesmen

Many new men are being added to the sales force these late summer days. How well these men are assimilated by the organization has a direct bearing on the ability of the whole force to get business. One man, allowed to go his own way without proper preliminary training, has been known seriously to impair the morale of an entire sales organization.

A sales manager, in talking

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about his fall plans told us: "Sometimes, I put new men, either raw college graduates or outsiders, directly into subordinate positions. But experience has taught me it is far preferable to put all of them through a preliminary training period during which they are under continual observation and instruction."

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As one method of giving the new man the right angle toward the company, he suggested luncheon dates with several men who had been with the company for years and whose loyalty and spirit were unquestioned. After the office manager, the star salesman, the sales manager and the president as well, have gone to lunch with the new man and cleared up any misunderstandings in his mind, he receives a further course of instruction in company policy, customs and practices, in addition to a period of detailed training. This plan, the sales manager believes, is sure to "greatly facilitate the assimilation of the new man into the existing organization."

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The new salesman is an important individual. He must learn to give, to co-operate, to work according to policy. Careful preliminary training and the clear understanding that there is always a larger opportunity ahead for the man who can fill it, is the logical method of getting the new man off to a good start.

The Problem of the Small Account

A recent article in *PRINTERS' INK* referred to the fact that the Scholl Foot Appliance Company found, upon investigation, that 85 per cent of its business was coming from 15 per cent of its dealer accounts. The Rollins Hosiery Mills, although it does not furnish exact figures, does state that a large percentage of its business comes from a small percentage of its accounts. Other manufacturers tell us similar stories. In fact, the condition is true of practically every organization which distributes through a large number of retailers.

What is a manufacturer to do under these circumstances?

The small account, in many cases, is decidedly unprofitable. It frequently represents a distinct loss to the business. On other small accounts, the manufacturer just about breaks even. On still others, the manufacturer's net profit is so small as to be hardly worthy of consideration.

At least two manufacturers have told *PRINTERS' INK* that their answer to this problem was to discontinue selling to the unprofitable small accounts. However, this is something which few manufacturers can do. In a field where competition is not particularly severe, a manufacturer may be able to afford to drop a large number of his small accounts. However, when the field is highly competitive, it is hardly safe to throw these accounts to competitors, regardless of how small they are.

There is always a possibility that a certain portion of these small accounts will some day become large accounts and when the rivalry in a certain field is intense a manufacturer can well afford to play around with a certain number of small accounts in the hope that some of them, some day, will become big buyers.

This is the policy followed by the Rollins Hosiery Mills. Rollins has about 15,000 dealer accounts. Although the company has never investigated to see exactly how they stand, it is known that a large part of the Rollins business comes from a small number of dealers. What Rollins does to attempt to correct the situation is to distribute among dealers various helpful sales promotion plans. For example, there is a booklet entitled "Ways to Increase Hosiery Turnover," which is merely one of a number of pieces of printed literature designed to show dealers how to sell more hosiery and therefore place them in a position to buy more hosiery.

Of course, this is a long, drawn-out process. Moreover, the results are quite problematical. On the other hand, there is always the danger, when a manufacturer follows the policy of lopping off un-

profitable accounts, that some of them will, in time, turn out to be decidedly profitable accounts and competitors will benefit accordingly. Apparently, the only thing to do, is to establish a minimum order rule, and then to adopt the policy of consistently helping those merchants whose orders hover too close to the minimum requirements.

Making Strong Closers Good Salesmen

Deferred orders furnish the greatest opportunity to competition. The man who is continually being put off, whose prospects are always just about to become customers, who lives on promises, is not helping to pay overhead. The salesman who, during all his sales talk, has his eye on the prospect's fountain pen and is noted for getting orders without call-backs is far more popular with his house.

Several sales managers in a recent conference were discussing the problem of making the strong closer a good all-around salesman. He has, these men decided, the first essential for successful selling. He is not afraid to meet people. He keeps his mind strictly on the task in hand. He has sufficient ambition and energy to take himself to places where the sale can be made instead of doing too much of his selling from a distance or using up valuable energy by selling his own ability around the factory.

But there is far more to good selling than getting the order, these men agreed. Putting undue emphasis upon the value of the strong closer has, in many cases, induced men to sell too much to one man and not enough to another, to soft-pedal resale ideas, to forget that selling is also company representation, to make promises against company policy which cannot be fulfilled.

It was agreed by the sales managers discussing the subject that it is up to them to make each salesman think in terms of how to help his customers sell, as well as how to make them buy. This cannot be done from a desk

in the front office. Periodic trips into the territories of strong closers often bring out the fact that they are not nearly so popular there as they make it appear in verbal and written reports. In many cases, they have secured orders at the expense of the firm's invaluable good-will.

Any successful manager must combine the mathematics of orders with all-round business judgment, to be of greatest value to his organization. He must pass on this attitude of mind to the men under him and make of them well-rounded salesmen instead of merely strong closers who increase sales at the expense of other valuable considerations.

Help Dealers Make Auxiliary Sales

The auxiliary sale is a prolific source of profit for the dealer and manufacturer. No method of promoting auxiliary sales in the dealer's store is more effective than presenting products as related features in a general scheme.

This idea should receive the attention of manufacturers who are now planning their dealer helps for fall and winter, especially manufacturers whose lines include a number of supply items or accessories. One excellent way is the booklet which shows associated uses of the various items, so that the customer who comes into the store to buy one particular article, may be reminded of many other items of a like or related kind. This has been done in the case of electrical goods, where the dealer arranges his display by "rooms," showing not only the lighting fixtures suitable for the reception hall, for example, but one or two portable lamps with different colored lamp bulbs and shades. Where the customer ordinarily would have bought only the fixtures, she buys a lamp, a few shades and an assortment of bulbs.

The opportunities in this way of helping dealers have hardly been developed as yet. A chapter or two in dealer manuals and similar literature would be welcomed by dealers.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Fourth of the 25 most important sources of national advertising

Wearing apparel advertisers

During 1924 wearing apparel advertisers bought \$8,459,536* advertising in thirty-five national periodicals and farm papers. Of this total 85.48% was used by the subscribers to the PRINTERS' INK Publications listed on the opposite page.

By hand-picking subscribers from only the actual advertisers, PRINTERS' INK offers effective coverage of the largest advertisers in the 25 most important sources of national advertising.

In the food field, for example, 97.18 percent of the \$14,522,188 was bought by advertisers who are covered with one or more subscriptions to the PRINTERS' INK Publications. Our coverage of the \$9,622,001 toilet goods advertising is 98.09 percent of the total, while 97.12 percent of the \$8,875,927 passenger car advertising was bought by subscribers to the PRINTERS' INK Publications.

Printers' Ink Publications

185 Madison Avenue, New York

*Curtis Publishing Co. analysis of wearing apparel advertising in 35 national periodicals and farm papers during 1924. Consumer advertising in one form of media—newspapers or periodicals—is a pretty good index of the comparative activity of that industry in other forms of advertising.

Advertisers in the wearing apparel field who are covered with one or more subscriptions to the PRINTERS' INK Publications

David Adler & Sons Co.
E. Albrecht & Son
Allen A Company
Amory, Browne & Co.
M. N. Arnold Shoe Co.
Ault-Williamson Shoe Co.

B. V. D. Company, Inc.
Barbour Welting Co.
Barton Mfg. Co.
Bellas-Hess & Co.
Berger Bros. Co.
Biberman Bros., Inc.
Bradley Knitting Co.
Brown-Durrell Co.
Brown Shoe Co.
Buckingham & Hecht
Burson Knitting Co.

William Carter Company
Cheney Bros.
Churchill & Alden Co.
Cluett, Peabody & Co., Inc.
Comer Manufacturing Co.
Commonwealth Shoe & Leather Co.
Cooper, Wells & Co.
Corticelli Silk Co.
Crofut & Knapp Co.

Davenport Hosiery Mills
Chas. R. De Bevoise Co.
Alfred Decker & Cohn
Dr. Denton Sleeping Garment Mills
W. L. Douglas Shoe Co.

E. Z. Waist Co.

Fashion Park
Field & Flint Co.
Firestone Tire & Rubber Co.
Florsheim Shoe Co.
Robert H. Foerderer, Inc.
George Frost Co.

Gage Bros. & Co.
I. Ginsberg & Bros.
B. F. Goodrich Rubber Co.
Goodyear Rubber Co.
H. W. Gossard Co.
Daniel Green Felt Shoe Co.
Ground Gripper Shoe Co., Inc.

Hamilton Garment Co.
Hanover Shoe Co.
Hart, Schaffner & Marx
Daniel Hays Company
Hewes & Potter
Hickok Manufacturing Co.
Holeproof Hosiery Co.
Hood Rubber Products Co., Inc.

International Corset Co.
Interwoven Stocking Co.
Ipswich Mills

Jantzen Knitting Mills
Joseph & Feiss Co.
Julian & Koenige Co.
Jung Arch Brace Co.

Julius Kayser & Co.
Kaynee Co.
George E. Keith Co.
I. B. Kleinert Rubber Co.
Knox Hat Co.

Kops Bros., Inc.
B. Kuppenheimer & Co.

Lane Bryant
H. D. Lee Mercantile Co.
McCallum Hosiery Co.
Mallory Hat Co., Inc.
F. Mayer Boot & Shoe Co.
Menihan Co.
Mishawaka Woolen Mfg. Co.
Modart Corset Co.
Moorhead Knitting Co.

Morris & Co.
Morse & Burt Co.
Munsingwear Corp'n
National Cloak & Suit Co.
Nazareth Waist Co.
A. E. Nettleton Co.
I. Newman & Sons
Nubone Corset Co.
Nunn, Bush & Weldon Shoe Co.

Onyx Hosiery, Inc.
Oregon City Woolen Mills
Outing Shoe Co.

M. A. Packard Co.

Peggy Paige
F. A. Patrick & Co.
Peckham-Foreman, Inc.
Phillipsborn's, Inc.
Phillips-Jones Corp.
Phoenix Hosiery Co.
Pioneer Suspender Co.
Thos. G. Plant & Co.
President Suspender Co.
Printz-Biederman Co.
Real Silk Hosiery Mills
Reliance Mfg. Co.
Rice & Hutchins, Inc.
Richmond Hosiery Mills, Inc.
Rollins Hosiery Mills
Royal Worcester Corset Co.

M. Samuels & Co.
Frank Schoble & Co.
Scholl Mfg. Co.
Selby Shoe Co.
Selz, Schwab Shoe Co.
D. E. Sicher & Co., Inc.
Franklin Simon & Co.
Simplex Shoe Mfg. Co.
J. B. Simpson, Inc.
Henry Sonneborn & Co., Inc.
A. Stein & Co.

Topkis Bros. Co.
United States Rubber Co.
U. S. Shoe Co.

Vanity Fair Silk Mills

Warner Bros. Co.
Warren Featherbone Co.
Weyenberg Shoe Mfg. Co.
Wilson Bros.
Wool Novelty Co.
Wooltex Co.
World's Star Knitting Co.
E. T. Wright & Co., Inc.
Tom Wye, Inc.

Have you a message for these important national advertisers? To reach the major executives in these organizations, advertise in the Printers' Ink Publications.

Advertising Club News

Railway Prosperity a Tribute to Advertising

The present prosperity of electric railways in the United States is largely due to advertising, according to Lucius S. Storrs, managing director of the American Electric Railway Association. Speaking before a meeting of the Advertising Club of Portland, Oreg., Mr. Storrs said that the present status of the industry furnishes concrete proof of the good results of advertising.

"The founders of the electric railways built around a fixed fare," Mr. Storrs said. "As a result, when the war forced wages and other costs up and five cents no longer produced sufficient revenue to meet our expenses, our question was to convince the public that a higher fare was imperative to our existence."

"Results pay a high tribute to the power of advertising. When our industry began telling its story to the public, one-sixth of its total mileage was in bankruptcy and the rest was headed for a crash. Today, practically every large property has emerged from receivership. Nor is the monetary result the only one from this publicity. It was quickly realized that advertising is wasted unless service goes with it, and as a result service has greatly improved. Furthermore, the advertising men have brought most of our executives out of their shells."

* * *

Boston Advertising Legionnaires Hold Outing

The Crosscup-Pishon Post of the American Legion, composed entirely of Boston advertising men, held an outing on August 14, at the Marlboro Country Club. Members of both the men's and women's advertising clubs of Boston were guests. The winning scores in the golf tournament for members were made by James Britt, George Chambers and Alex Flavin. A net score of seventy-nine won the guest's golf tournament for Phillip P. Flavin.

* * *

Salt Lake City Club Reorganizes

The Salt Lake City, Utah, Advertising Club has been reorganized with Edgar M. Leyard as president. Carl A. Brown has been made vice-president; Miss V. Cloward, secretary, and Floyd Rouché treasurer. The club had been inactive for a year.

* * *

Chicago Council Planning Fall Program

The Advertising Council of the Chicago Association of Commerce will resume its weekly luncheon meetings early in October. Irvin F. Paschall is chairman of the program committee which is arranging the program of speakers.

National Commission to Meet in St. Louis

The next quarterly meeting of the National Advertising Commission will be held in St. Louis on October 5 and 6. W. Frank McClure, chairman of the Commission, tells *PRINTERS' INK* that a public program of addresses will feature part of the session. The first day's program will be put on in connection with the St. Louis Advertising Club which will thereby observe its anniversary. The commission will supply some of the speakers, the names of whom will be announced later. On October 5 the commission members will be the guests of the St. Louis newspaper men at a special luncheon. After the close of the meeting on the second day a golf tournament will be held.

* * *

C. L. Wooley, Vice-President, San Francisco Club

Don E. Gilman, president of the Pacific Coast Advertising Clubs Association, having resigned as vice-president of the San Francisco Advertising Club, Charles L. Wooley, vice-president and business manager of *Sunset*, was elected vice-president.

Lloyd Lomax, advertising manager of the Associated Oil Company, was elected to fill the vacancy on the board of directors.

* * *

Seventh Session of Cleveland Club School

The Cleveland Advertising School, of the Cleveland Advertising Club, will start its seventh season on September 16. The course will last nine months, with sessions held twice weekly. Charles W. Mears is the dean of the school.

* * *

New York and Philadelphia Clubs to Play Golf

The postponed golf match between the Advertising Club of New York and the Poor Richard Club, of Philadelphia, will be played at Philadelphia on September 30.

* * *

Miami to Have Better Business Bureau

A Better Business Bureau is being formed at Miami, Fla. Fred L. Weede, a director of the Advertising Club of Miami, has been appointed temporary chairman of the organization committee.

Cincinnati Agency Augments Staff

E. L. Gribben and M. Schottenfels have been added to the staff of Julian J. Behr, Cincinnati advertising agency.

Growth of Ford's Business in Canada

"Facts About the Canadian Ford Industry," is the title of a pamphlet just issued by the Ford Motor Company of Canada, Limited. It contains much information about the growth of the Canadian Ford company which should be of interest to manufacturers who are eager to increase their sales in the Dominion. The following facts are taken from the booklet:

The Canadian company was organized in 1904 with a capitalization of \$125,000, the first automobile company to manufacture cars in Canada. At that time parts were imported from Detroit and the first year's sales totaled 117 cars. From a small plant and one acre of ground on the banks of the Detroit River near Walkerville, Ontario, the buildings now cover thirty acres of ground and sales for 1924 amounted to 71,726 cars. In these twenty-one years, more than 580,600 cars have been produced at the Canadian plant and approximately 91 per cent of them are still in operation. Of this total, approximately 350,000 cars were sold in Canada and 200,000 were exported to South Africa, and the Far East.

Ford has 750 dealers in Canada and 4,000 service stations. The Canadian Ford company is now the largest automobile manufacturer in the British Empire. Serving its authorized dealers and service stations, the company has eight large sales branches, carrying stocks of Ford cars and parts, located at St. John, Montreal, Toronto, London, Winnipeg, Regina, Calgary, and Vancouver. Cars are assembled at Toronto, Montreal, Winnipeg, London and St. John.

Universal Oil Products Appoints Aubrey & Moore

The Universal Oil Products Company, Chicago, owner of the Dubbs Process for cracking oil, has placed its advertising account with Aubrey & Moore, Inc., advertising agency of that city. Business papers, newspapers, and direct-mail advertising are being used in addition to foreign advertising.

H. Z. Callender Advanced by Whitman & Barnes

H. Z. Callender has been elected vice-president in charge of sales of the Whitman & Barnes Manufacturing Company, maker of twist drills and reamers, Akron, Ohio. He has been with Whitman & Barnes for thirty years.

Phillip Morris Appoints O. H. Chalkley

Phillip Morris & Company Ltd., Inc., New York, has appointed O. H. Chalkley, advertising manager. He has been with the company for some time and succeeds W. H. Blythe, who has entered the automobile business.

Train Wreck Made Copy Theme by Railroad

The Northwestern Pacific Railroad Company recently used large space in San Francisco newspapers to explain to patrons exactly how an accident occurred and to thank passengers for "their coolness and self-control." An interesting description of the action taken by the railroad was given, and an explanation made concerning steps taken to minimize the possibility of similar accidents in the future.

Mobile, Ala., Appropriates Advertising Fund

The Chamber of Commerce of Mobile, Ala., has appropriated \$25,000 for advertising during the coming year. Wallace J. Parham, cashier of the Merchants' Bank, has been appointed director of advertising. The Crawford Advertising Agency, Mobile, will direct the campaign.

Appoints John Andrews Advertising Director

John Andrews, president of the Kimball Publishing Company, Waterloo, Iowa, has been made advertising director of the National Live Stock Producers Association, Chicago, in charge of the *National Live Stock Producer*, which will be printed at Waterloo.

Hartman Earnings Larger

The Hartman Corporation, Chicago, controlling several mail-order household goods subsidiary companies and a Mid-West chain of retail furniture stores, reports a net income, after charges, of \$677,818, for the first half of 1925. For the same period last year the net figure was \$622,664.

Piston Ring Company Advertises

The Stiner Piston Ring Company, Detroit, is conducting a campaign in automotive papers, advertising high-compression equipment. The Power, Alexander & Jenkins Company, advertising agency, is directing this account.

"Motor Camper & Tourist" Buys "New York Motorist"

Motor Camper & Tourist, New York, has purchased the *New York Motorist*. The two publications will be merged and will be known as *Motor Camper & Tourist Combined with New York Motorist*.

J. K. Mitchell Joins J. Walter Thompson

J. Kent Mitchell, until recently in the copy department of the Federal Advertising Agency, New York, has joined the J. Walter Thompson Company, Inc., as a member of the New York office.

The Little Schoolmaster's Classroom

WHAT is probably one of the largest orders ever obtained as a direct result from an advertising campaign is that recently received by Port Newark from Sears, Roebuck & Company. Sent by air mail from Chicago, there came to the City Commission recently, a lease in the name of the Sears, Roebuck company for the use of thirty-eight acres for a period of fifty years at a total rental of \$1,400,000.

Mayor Raymond, of Newark, in speaking of the lease, commended the men who had instituted and carried out the advertising campaign for the city. He explained that Port Newark was first brought to the attention of the Sears, Roebuck officials through the advertising campaign and added that he was gratified to know that the advertising investment was showing such splendid results. The Schoolmaster understands that thirty-five other prospects, also developed by the advertising, are now negotiating with the city with the idea of following the lead of the Sears, Roebuck company.

A few years ago, it was difficult to convince a community that advertising would bring anything to it in the way of tangible and actual results. The experience of Port Newark is going to give an added incentive to every city with a definite service to sell to big institutions in all parts of the country.

* * *

There are places in which products may be placed where they do yeoman service for greater sales. The Schoolmaster was thinking of this recently and thinking also of suggesting to the Fuller Brush Company that it might be good policy to offer extra commission for every brush for shower bath use sold to a country club.

There was a Fuller flesh brush in one of the showers at the Schoolmaster's club, and during a recent week-end it was doing a

real selling job. One man, finding it in the shower, tried it and then announced: "Here is one of those flesh brushes the Fuller people have been advertising lately. It's great."

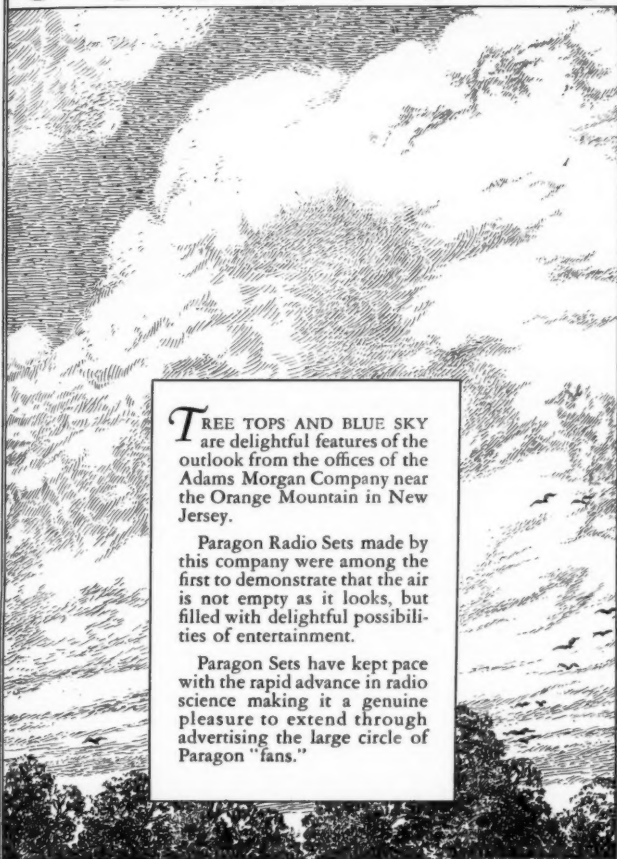
Two other men tried it. There was much conversation about it and its merits. The brush was handed around and examined and its good points demonstrated by important citizens. Surely, that particular brush did more good for the company than many others which were sold by other salesmen to private homes.

* * *

The Schoolmaster undertakes to say that wise men will tread softly in the matter of encouraging employees to write advertising copy. Many a young salesman with a flair for "art," many a fledgling in the drafting department, has tiptoed into the front office, one hand ominously behind his back, face flushed and eyes afire, and after delivering a recitative on this and that, or "the house of quality," brings forth an "ad" which he has worked up out of his own head. He lays it timidly or triumphantly before the big boss and either drops into the nearest chair or flees.

The boss looks at the "ad" but sees it not. As a general thing, there isn't much to see. Or the idea is so involved, or so obscure or remote, that it needs a sight-seeing bus lecturer to disentangle one thing from another. But what disturbs the boss is what shall he say to the young man? The latter was probably inspired by a commendable motive. If no encouragement at all led to this, what next would encouragement lead to? How can this priceless enthusiasm of youth, this budding ambition, be parleyed with and diverted along some useful path? The young man's ardor should be preserved. Saying or doing nothing, or the wrong thing, may turn him into a malcontent or a Bol-

O U T L O O K S



TREE TOPS AND BLUE SKY are delightful features of the outlook from the offices of the Adams Morgan Company near the Orange Mountain in New Jersey.

Paragon Radio Sets made by this company were among the first to demonstrate that the air is not empty as it looks, but filled with delightful possibilities of entertainment.

Paragon Sets have kept pace with the rapid advance in radio science making it a genuine pleasure to extend through advertising the large circle of Paragon "fans."

CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Advertis- ing Men and Printers

EXCLUSIVE RIGHTS are now being granted for a new weekly program, printed in rotogravure, for motion picture theatres.

The program contains either eight or twelve pages, well edited and profusely illustrated. Three cover pages are blank and additional pages may be added. Theatre announcements and advertisements are printed locally, providing the theatre with an interesting house-organ, advertisers with an excellent medium and the printer or advertising man a good weekly profit through the sale of local advertising.

*Specimen Copies and Details
Upon Application*

*Responsible Men May Secure
Territory Without Cost*

Gravure Publications
33 West 60th St., New York

ADVERTISING

We require an assistant manager of printing production. The young man or woman we want is now assistant to the production manager of a busy agency. Must understand the many intricate details pertaining to engravings, paper stocks, presswork, type, composition, line-up, bindery work, etc. To such a young man or woman, with the necessary ambition, executive ability and thoroughness, we offer the opportunity to develop a lucrative job with a fast growing and favorably known creative printing firm. Please state age, education and your experience in detail. Letters returned if requested.

Box "N," 234, Printers' Ink.

shevist. If his effort is spurned, or "filed" without comment, will he not complain to all his associates in the company and infect them with the idea that "suggestions" and individual initiative are not in favor with the front office?

This question touches the Schoolmaster deeply. Youth must not be swerved. Teaching the young idea how to shoot straight is one of the planks upon which this Classroom rests.

Advertisers who, ever and anon, find themselves in the toils of this problem should not dismiss it lightly. It rarely or never happens that an advertisement or copy idea devised by eager youth ever gets to see the light of day in the form in which it leaped into being. But it has happened and must happen that ideas of merit often come from the juniors which, when filtered through some experienced mind, can be turned to account in a campaign.

The Skelly Oil Company, of Tulsa, Okla., recently published a newspaper advertisement which may be presented to the Class as an example of how one company handled the matter. Whether the advertisement referred to is a *coup d'état*, a *coup de main* or any of the famous coups, not to say a *coup de repos*, is, and should be, beside the point. That may be as it is. One thing it unquestionably is, and that is large and attention-compelling—five columns wide by twelve inches deep. As the Schoolmaster turned over the newspaper page on which it appeared he was stopped and held by it. It did the first and most important thing an advertisement must do; it attracted attention. Beneath the advertisement, in bold face type, were these words: "This advertisement prepared by an employee in headquarters office of Skelly Oil Company."

There are at least two advertising advantages in publishing the advertisement with this explanatory line besides the recognition and encouragement accorded the employee. The Class may answer.

* * *

Sometimes, hand-to-mouth buy-

157 of a series showing effective coverage of national advertisers

NORDYKE & MARMON COMPANY

[Expenditures in 1924]

Newspaper Advertising

\$280,000*

Magazine Advertising

\$153,100**

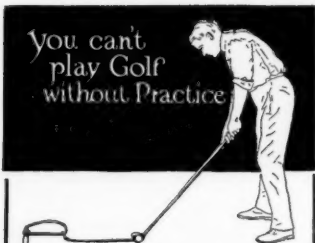
Nordyke & Marmon Company individuals who are readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
E. S. GORRELL	<i>Vice-President</i>	Yes	Yes
H. H. BROOKS	<i>Sales Manager</i>	"	"
A. J. ROGERS	<i>Assistant Sales Manager</i>	"	"

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company.

You can't
play Golf
without Practice



Pat. Pdg.

The Durable Captive

Guaranteed Against Breakage

GOLF professionals tell us this is the only practical device they have ever seen for the purpose. In using it, a full stroke may be taken, the player getting the feel of the ball as in an actual shot. It is adaptable to in-door, as well as out-door use.

The "Durable Captive" is built to withstand a shock much greater than is ever applied in "hitting the ball," and our guarantee covers replacement of any defective part free of charge—normal wear and tear on ball excepted.

The In-door model is equipped with pedestal in place of the stake and can be used in a garage, or anywhere a full stroke can be taken.

The Out-door model is driven into the ground.

After long wear, when the ball needs replacing—NEW ball, cable and swivel may be secured for \$1.25.

Either Model, \$5.00.

With both In-door and Out-door attachments, \$8.50.

West of the Rockies and Foreign Countries, \$0.50 additional.

T-E SPECIALTY CO.

33-128 General Motors Bldg.,
DETROIT, MICH.

Inclosed, please find
\$5.00 for which please send me
\$8.50

☐ In-door Model. ☐ Out-door Model.
☐ With Both attachments.

Name.....

Address.....

City.....

a man who can take the load
of layout, production and copy details from the shoulders of an executive who wants more time to build business, seeks a position where he can utilize his talent for graphic visualizations, his knowledge of type, engraving and printing, plus ability to write sound selling copy.

He is of pleasing appearance and personality, under 30, Protestant, now employed; an inveterate student and tireless worker. Opportunity is of more import than initial salary.

Preliminary arrangements for interview will be negotiated through

WALTER A. LOWEN

17 West 42nd Street, New York City
'Phone Penn. 5389

ing reaches a point where the cost of wiring these small orders to the manufacturer appreciably cuts down the profit of every individual sale. One company which had been particularly bothered with this finally decided that probably the only reason dealers and jobbers ordered in such small lots and so very often was because they didn't realize how much it cost the manufacturer to fill their orders.

A jobber in Texas was in the habit of constantly wiring for small shipments. The company solved that case by having the salesman who called on this jobber put down, in black and white, that each telegram cost \$1 and so took \$1 off the already small profit. The jobber was really amazed when the actual figures were shown him and was eager to do all he could to help. He placed a standing order for shipments on the fifteenth and thirtieth of every month.

Another jobber, in California, had the same habit. This time, the company decided that the best way to handle him was to wait until he made his regular trip to New York. When he came to the office, the sales manager put it up to him as diplomatically as possible.

"We know you're a good sport," he told the customer, "and you know, too, that we'd spend a lot of money just to serve you and keep your good-will. As far as we're concerned, you can go ahead and telegraph your orders in, but do you realize it costs us almost \$2 every time you wire? Let me send you so many gross on the first and eighteenth of every month, and then you'll always have a good stock and we'll both make more profit. How about it?"

* * *

The Schoolmaster endeavors to avoid quoting principles and maxims which, because they are so frequently referred to, have become more or less trite. Every once in a while, however, he comes across some incident which reveals the working of these principles in a new light.

The most recent incident of this sort to come to the Schoolmaster's notice was found in a news item reporting the petition of a number of shopkeepers in Brooklyn, N. Y., who protested against the discrimination which they claimed favored rival shopkeepers located on the other side of their street.

The Commissioner of Markets, it seems, had issued permits to a number of pushcart merchants to park their carts on one side of the street. Their displays of merchandise served as a magnet to prospective buyers who thronged the side of the street along which the carts were lined. The business value of the pushcarts to the merchants in front of whose stores they stood may be gauged by a comparison of rentals. The landlords owning buildings on the pushcart side of the street charged storekeepers a rental of \$90 a month while stores on the other side brought in a monthly rental of only \$30. The difference reveals the stimulating business possibilities afforded by the pushcart peddlers and further testifies to the wisdom of the old adage: "Competition is the life of trade."

The Class may be interested in learning what satisfaction was granted to the "off side" shopkeepers. The judge proposed that the pushcart men be placed on either sides of the street on alternate days.

* * *

The Schoolmaster has been deeply interested in the way the labor banks have been advertising. Undoubtedly, one of the reasons for their success has been the fact that they talk to business men in simple, understandable language and in terms of the other man's business.

In a recent letter to a large list of manufacturers which is understood to have brought excellent results, the Brotherhood of Locomotive Engineers Co-operative Trust Company of New York shows how thoroughly these labor banks have assimilated advertising principles. Addressed to the presi-

PREMIUM LISTS AND CATALOGS

—Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are *theirs*.

—Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

—Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

—Sample lists and catalogs and booklets explaining our Service mailed on request. Please state nature of business.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York

THE
WINSTON-SALEM SENTINEL
leads all North Carolina
dailies in audited home cir-
culation.

Business is good in North
Carolina's largest city.

THE TWIN CITY SENTINEL,
WINSTON-SALEM, NO. CAR.

The
EVENING HERALD

is the
ONLY
newspaper in Los Angeles
carrying the advertising of
EVERY
Los Angeles Department
Store!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Moloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

Small Advertisers Welcome !

SEE PAGE 117

PRINTERS' INK, AUGUST 6th ISSUE

WE render an intensive and personal service to advertisers, that makes small initial appropriations for newspaper, magazine or trade paper advertising, more effective. No account is too small. Full information gladly and promptly furnished without any obligation. Call, write, or phone.

MARTIN ADVERTISING AGENCY

1400 Broadway, New York Phone Fitzroy 6233

Mailing List of the better paid employees of the United States Government in Washington, D. C.

These people are far above the average and are ideal prospects for almost anything sold by direct mail. Trial list of 3,000 names, men or women or mixed, \$25. List sent on approval.

ECONOMY SERVICE CO.

Box 352 Washington, D. C.

Est. 1873

A. B. C.

American Lumberman

CHICAGO, ILL.

112 to 138 pages per issue.

52 times a year.

FOR RESULTS

Use Wisconsin's Monthly Farm Magazine

THE AGRICULTOR

406 Broadway Milwaukee, Wis.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.

630 W. Jackson Blvd., Chicago



Howell Cuts

for house organs
direct mail and
other advertising

ask for proofs Charles E. Howell, Fisk Building, New York

dent of a company, the letter read:

As a business man you recognize the important role thrift has played in your career. In your own establishment you know the complete protection and caution that must be exercised in guarding the powerful dollar from wasteful dissipation. Our message to you is that employees who are educated against wasting their own funds will be much more watchful against wasting yours. It is with this thought in mind that we are sending the enclosed pamphlet for your inspection."

The pamphlet referred to tells the story of thrift in an easy-to-understand style and has been distributed by many manufacturers and retailers to all the members of their working force. If the union life insurance company now being organized by the labor unions follows the example of the labor pioneers in the banking field there are some interesting developments ahead.

James J. Fulton has become associated with The Industrial Printing Company, Baltimore, Md., as general manager. He formerly was with the Fleet-McGinley Company.

free to Advertising Executives

Upon request, until Oct. 1, 1925, we will send a free sample copy of this 100-page monthly magazine. It is enough different to justify investigation. Many new features.

WESTERN ADVERTISING

564 Market Street, San Francisco

WE WANT AN ADVERTISING MAN

to sell printing to Advertising Men. ¶ Personality is essential. ¶ A wide acquaintance is helpful. ¶ For a man who has the stuff in him the rewards are large under our liberal profit-sharing arrangement.

Address "Q.," Box 236, Printers' Ink

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

Practical Business Manager can affiliate with daily paper in Pacific Coast city of 100,000 and possibly obtain controlling interest with cash investment of \$75,000. City and plant developing rapidly. Address Box 784, Printers' Ink.

Printing Ink Salesman with Bonafide trade or young man with means, (\$5000 to \$20,000) self assurance and salesmen's ability desirous of purchasing an interest in an established business (mfg. printers ink) will find it to his interest to communicate with Box 789, P. I.

Associate with \$5,000

I've demonstrated to New York stores, theatres, restaurants, hotels, etc., the need of our different publication and service. Non-competitive field, attractive features; just in type; some contracts; incorporated. I'm seasoned advertising man; no illusions. This job needs associate of character with right ideas about profitable publication essentials and capital. References exchanged. Box 785, Printers' Ink.

AUTOMOBILE (used car) BUSINESS FOR SALE

Owing to other business interests which occupy their attention, the present owners wish to dispose of an established and prosperous used-car business, located in a thriving city of over 500,000 people with a trading population of over 2,000,000 within a radius of ten miles.

This business occupies a four-story brick building consisting of offices, repair shop and showroom, with ample space to store and display over 350 cars.

During the first half of 1925 the volume of business was on a basis of \$450,000 per annum. This is a strictly high-class proposition and merits inquiries from the most conservative investors, for it presents a wonderful opportunity for an individual or a group to take over a highly profitable enterprise. Negotiations will be carried on with principals only. For further particulars address Box 783, P. I.

An unusual mail-order opportunity reaching 40,000 of the best consumer-buyers in the United States. The entire cost is only 1c a name, including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York.

OLD BUSINESS WEEKLY

Somewhat run down, but maintaining solid position. Needs new blood and fresh energy. Price: \$15,000 cash, for quick sale. HARRIS-DIBBLE COMPANY, 345 Madison Avenue.

HELP WANTED

WANTED—Assistant to Sales Manager for a large commercial farm growing fruit, vegetables, bulbs and flowers. Capable writing advertising copy and sales letters. Organizer. Must be experienced in selling. Agricultural education or experience preferred but not essential. Write fullest details. Box 792, P. I.

Salesmen, Printing—We have an excellent opening for a successful printing salesman, particularly a man with a broad knowledge of direct-mail advertising; our selling plan is unusually attractive and offers an opportunity for a substantial income on a salary and commission basis. When answering advise in detail what experience you have had. Box 781, Printers' Ink.

Copy Writer, Service Man, Layout Man
An enthusiastic young man with native ability for the above work; one who has had 3 or 4 years' experience serving accounts for a large agency preferred. A man with ideas, initiative and personality. A man who can condense a page of copy into 15 words and make it better thereby. A man who wants a better opportunity. Box 794, P. I.

AGE UNDER 35

Salary under \$7000. Christian. Some college training. For such a man a firmly established small advertising agency has a position equivalent to a partnership, offered for the purpose of expansion. The opportunity is broad and should appeal to a man of constructive ability who has had several years' advertising experience and who can produce new accounts. The man selected must be qualified to be a real factor in the business at the outset, and sufficiently desirous of a permanent association to invest in a minority interest. A brief outline of experience and expectations may be confidentially entrusted, by mail, to Mr. Melvain, 123 Elm St., Montclair, N. J.

Specialty Salesman to call on retail merchants. Starting salary \$50 weekly and expenses. Apply by letter only, giving complete record of past sales experience. State age, whether married or single and the sort of sales work you have found most congenial. This is a road job which may keep you away from home months at a stretch. Address J. N. Nind, Jr., 200 Division Avenue North, Grand Rapids, Mich.

**EXPERIENCED MAIL-
ORDER MANAGER WANTED
FOR BRANCH FACTORY**

Internal combustion engine experience valuable, but not essential. Write full experience, salary desired, etc.

WITTE ENGINE WORKS
Kansas City, Mo.

Sales Promotion Man Wanted by The Oklahoma Farmer-Stockman at Oklahoma City, Oklahoma. Must be familiar with sources of agricultural information—be able to write advertisements and campaigns for advertisers—able to get up attractive folders, circulars and booklets. Good future for right man. Write to Ralph Miller, Advertising Manager. Give full information about your past experience; salary, age, whether married or single. Enclose a photo if possible.

**FLORIDA OPPORTUNITY FOR GOOD
COPY MAN**

A Florida agency now placing a good volume of business wants a successful copy man. This man must be prolific in ideas, sound in his thinking, and able to write a large amount of copy. His work must have the quality of being startling, but at the same time it must be convincing. He should have some working knowledge of production. He must be able to develop into more than a copy man. A man who knows Florida might be preferred, but certainly he will appreciate the opportunity which Florida offers. The salary will be good but not a fancy figure. Reply giving experience and qualifications and enclosing samples of copy. Box 793, P. I.

IN CINCINNATI

There is an unusual opportunity for a capable young copy writer, preferably with some engineering experience, with one of the most substantial organizations in the country. A good salary to start and unsurpassed opportunities for advancement. Write at once Box 865, General Post Office, Cincinnati, Ohio.

Advertising Director for Modern Scientific Gymnasium. Only one of kind in America. Not a "Physical Culture" mill but an organization whose scientific services are already proving successful and conducted on highest ethical plane. Experience direct-mail work requiring considerable tact; building class-list. Work evenings or spare time. Give full details and references. Box 798, Printers' Ink.

SALESMAN

To represent a printing plant located in Metropolitan district specializing on high-grade color and half-tone work. Organization includes a department of experts for visualizing and laying out sales promotion campaigns to dealers and consumers. Commission basis. Give full particulars as to former connections, age, etc. Box 782, Printers' Ink.

Advertising Manager

Young Christian, 25-30, thoroughly familiar with advertising production and a competent writer of effective direct-mail, to take charge of advertising for well-known manufacturer. State age, experience, salary expected, and telephone number. Also enclose two or three samples of work which will be returned. Box 796, Printers' Ink.

WANTED!!

SALES MANAGER

A large national manufacturer of advertising mediums, specializing in direct-by-mail, desire executive as Sales Manager—one who has had experience in handling salesmen and capable of building a sales organization. This is an exceptional opportunity for high grade executive to make permanent connection with one of the largest manufacturers in this industry. It will be necessary, in applying, to give full explanation of self, especially experience and qualifications. Any correspondence will be kept in strictest confidence. Address P. O. Box 97, Madison Square, New York.

**The Philadelphia Branch
of a**

**New York Advertising Agency
wants a**

**HIGH CLASS
ADVERTISING MAN**

One who can plan, write and manage large national accounts. Permanent position and liberal salary to the **RIGHT MAN.**

Address
Box 787, Care of Printers' Ink,
New York

WE CONNECT THE WIRES

GOOD POSITIONS NOW OPEN FOR ADVERTISING SPACE SALESMEN AND COPY WRITERS

We cover newspaper, agency and national advertising fields. No registration fee. Confidential service. No obligation to apply for positions we offer.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

ADVERTISING SOLICITOR with original ideas and perseverance to take charge of Metropolitan District for a house-furnishing monthly. Largest circulation. Small drawing and commission. Box 801, Printers' Ink.

PRODUCTION MANAGER—Qualified to lay out economically and follow through every step in the manufacture of publications, catalogues and fine color printing for one of New York's prominent printing plants. A permanent future for live-wire, capable man. Give complete details in confidence to Box 799, Printers' Ink.

ADVERTISING-SALES MANAGER wanted by manufacturer of food specialty on market over 35 years. Man of good character and habits, ability and ambition, with wide experience in advertising and selling grocery specialty. Excellent opportunity. Give complete confidential information and reference. Also state salary required. Address Box 802, P. I.

WANTED—Unusual opportunity for high grade advertising salesman, experience in selling Window and Counter Displays, Cutouts, Containers, etc. Our process of manufacture enables us to take care of the small advertiser as well as the national advertiser. Four different processes of reproduction. Give full particulars covering your experience when answering. Excellent territory open. Liberal compensation. Address Schaefer-Ross Company, Inc., Rochester, N. Y.

HERE'S A REAL OPPORTUNITY for an A-1 Advertising man. We have been manufacturers of a drug store product (a recognized internal tonic) for many years. This article has enjoyed larger sales each year. Several years ago we decided to expand and we employed an Advertising Agency in another city to help us. Now we need a man to direct the advertising and sales promotion from our own offices—but we will only consider a man who understands and has had practical experience in the marketing and advertising of a tonic or similar product. We are financially strong and we offer a definite opportunity for a substantial future. If you think you can qualify, write to us—tell us your experience, what you believe you're worth, and any other information that will identify you in our minds. All correspondence will be confidential. Address Box 797, P. I.

POSITIONS WANTED

Wanted—A Place to Hang My Hat 25 years' experience. Business Manager—Advertising—Circulation—Mail Promotion—Trouble Correspondence. Location: New York. Box 788, Printers' Ink.

Recent College Graduate seeks position in writing or editing field. Experienced in all types of writing. Edited two college magazines. Seeks permanent employment. Box 790, Printers' Ink.

DETAILS!

Let me handle them. *Control* every phase advertising, sales detail. Thorough. Executive. Age 28. \$60. Create, visualize, write, sell. Box 800, Printers' Ink.

A young woman with a training in art, and eleven years of magazine experience in make-up, editorial and advertising work, desires a new connection with a magazine, agency or firm. Box 795, Printers' Ink.

Distinctive Copy Service

Complete campaigns—features—readers verse—house organs published—advertisers anywhere. Write—Forrest W. Tebbets—623 Knickerbocker Bldg.—N.Y.C.

Catalog Production Manager

Ten years' experience with large mail-order house. Thoroughly familiar with every phase of mass catalog production. Unquestionable references. Age 32; married. Address Box 786, Printers' Ink, Chicago Office.

He Wants to Write Copy Every Day

This is being written in the advertising department of a national distributor of electrical supplies. One of our younger men—he's 25—is now doing the several dozen kinds of things that people in a big department do. He has a marked flair for copy. He wants to write copy every day.

We like him a lot. But we haven't the job he needs. We'd like to see him with a 4-A Agency. His salary requirements are modest, and he is young enough to catch and interpret the individuality of a fine outfit. He has had agency experience—including field research and office interpretation of data. He reads rapidly and intelligently, and usable ideas have a habit of popping into his mind. Write us, and we'll tell you more about him. Box 791, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Avenue, New York

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BRINGING SUMMER INDOORS

From a campaign prepared by the
HOMER MCKEE COMPANY Inc.



A NEW AND INTERESTING COLOR SPOT
for your Sun-Parlor or Living Room

Now because it embodies a comfort idea never before applied to indoor furniture a distinctive new color—interesting because in addition to the comfort of its soft, the attractiveness of its color, it represents the best of color therapy in the best of our homes.

The Troy Flote-Divan is made of these color-treated green, tan, blue and the beautiful Flote-Divan. The latter has a generous glaze on its curved back, top, facing, armrests and sturdy legs and feet on wheels mounted on floating ball bearings. Available in a variety of colors and in sizes which make it the most comfortable and practical of living room chairs and sofas.

Good grades are ready now to deliver. Stage the comfort and style of the Troy Flote-Divan home.

Made in U.S.A. Troy Flote-Divan is an original patent. It is made in the Troy, Ohio, plant of the Homer McKee Company, Inc. and is sold by the Homer McKee Company, Inc. and its branches. The Troy Flote-Divan is a product of the Homer McKee Company, Inc. and is sold by the Homer McKee Company, Inc. and its branches.

THE TROY SUNSHINE COMPANY TROY, OHIO, U.S.A.

The Homer McKee Company, Inc.,
of Indianapolis, is proud to have been selected to do the advertising pioneering on the new Troy Flote-Divan, the davenport with motion. Troy advertising is rapidly building a large market for this new and colorful idea in furniture.

First in Radio

The radio industry is becoming stabilized. Manufacturers are considering more carefully the circulation, prestige and effectiveness of mediums in which they advertise their products. And with this increased stability has come an increasing regard for The Chicago Tribune as a means of selling radio merchandise.

During the first six months of 1925 this regard materialized in the form of agate lines of advertising sufficient to place The Chicago Tribune definitely in the lead in national radio advertising in Chicago.

Advertising placed by radio manufacturers during the first six months of 1925 :

The Chicago Tribune .	115,850
American	73,081
Daily News	70,647
Herald and Examiner.	62,483

These figures represent a substantial gain for The Tribune over the previous six months' period and a loss for the other papers.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*Circulation Over 600,000 Weekdays and
Over 1,000,000 Sundays*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXII, No. 10 NEW YORK, SEPTEMBER 3, 1925

10c A COPY

B. A. I. S. 1924 with N. W. Ayer & Son



*"The time has come," the Walrus said,
"To talk of many things,
Of shoes—and ships—and sealing wax,
Of cabbages—and kings."—CARROLL.*

LIVING costs are high. Fathers and mothers, aware of this, trim ship accordingly. But Buster and Betty and Skeezecks, bless their hearts, keep right on romping through a wonderful world that was all gotten together just for their fun and entertainment.

This business of being a normal boy and girl, plus the fact there is no rubber in a dollar, has made shoes a real problem in thousands of American homes. In other thousands the problem has been happily met by the fortuitous finding of Endicott-Johnson shoes.

And now the time has come when a shoe-perplexed America is to learn the story of how this wonderful Endicott-Johnson organization, at Endicott, New York, make *"Better shoes for less money."*

It is the story of an industrial democracy of 17,000 workers, operating the largest individual leather-tanning and shoemaking concern in the world. A tale of tanning discoveries that have produced leathers that defy wear. Of improvements in shoemaking that keep roistering youngsters well shod at a decent figure. Truly, there is so much to tell, the copy difficulty is deciding what to leave out.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Getting back to first principles

TWO salesmen, equally promising, cover two equally promising territories. One salesman is successful, the other is not.

Reverse the territories, and the result will be the same.

The difference between salesmen is not only in what they say, but also in how they say it.

An advertisement is a salesman, nothing more nor less. It must carry a message that will interest—convince—*sell*.

At Federal, we go to great lengths to determine what to say in an advertisement, but we go to even greater lengths to say it in a way that will *sell*.

May we submit our Copy Exhibit—proving this and other things about Federal Service?



FEDERAL ADVERTISING
AGENCY INC.

6 EAST 39TH STREET, NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXII

NEW YORK, SEPTEMBER 3, 1925

NO. 10

How Shall We Keep the Salesmen Posted?

Advising Each Man about the Work That He Is Accomplishing without Destroying Morale Requires Tact and Common Sense

By Roy Dickinson

WHEN a salesman comes into his prospect's store somewhere far out in "the sticks" he is ready to sell. His mind is all set on the prospect before him. He wants to do his work and cover the rest of the town before the 5.42 leaves for Chattanooga. If his prospect says something to the effect that he had better run along and sell his papers because he, the prospect, has been in touch with the home office and is all taken care of, the company is the loser. The rest of the salesman's work for that day and some time thereafter is not so good. He wonders why he wasn't informed. He thinks he was given a raw deal.

The quiet plodder who is doing the best he can, and who is up against unusual conditions in his territory, doesn't become exactly enthused when he sees his name away down on the list in the house-organ month after month, with the "stars" getting all the nice things printed about them and nothing coming to him except commands to hit the line hard, to do more work and reach the volume of one of the leaders. He begins to wonder why his boss doesn't take the trouble to discover what he is up against and give him some help. Wasn't he told on his last trip home to do more missionary work, to concentrate on new accounts?

What does this new idea in bulletins mean anyway? A man would

have to be an expert accountant to figure the last one out.

Keeping the salesman posted without overwhelming him with details or making him feel that he is being lashed into battle is a problem faced by every man responsible for the work of a force of salesmen.

Is there a tendency to bulletinize the salesman to death in telling him how much more he should be doing? Does it unduly discourage the low men to read each week or month how far ahead of him the star salesmen are? Is it fair to blame the salesman entirely for the high cost of his selling, compared with a year ago? Is it sufficient to send each man on the road a copy of all orders and complaints from his customers? What is the best way to keep a record of the proportion of sales calls and missionary work and the most effective way to build up the weak part of a salesman's work? Should a comparison of standings be reserved for personal conferences in the home office?

These and many similar questions enter into any consideration of how the sales force is to be advised of its accomplishments and shortcomings without destroying the morale of its stars or of the ordinary rank and file upon whom volume or sales depends.

Some fifty-two sales managers and other company executives have been conducting with me a sort

of correspondence round-table discussion on these questions. It has brought out some points of interest to every man who has the responsibility of keeping a sales force working as a unit—with every man doing his best, with no sore-heads and no swell-heads to upset the rest.

One thing, for example, this round-table discussion has brought out is that many sales managers are giving up the plan of printing in the bulletin or house-organ the monthly standing of each member of the force. They have come to the conclusion after trying it out for some time that the practice serves no really useful service and very often destroys the initiative of some quiet, hard-working salesmen who, while they may temporarily be far below the stars in volume of sales, are building on a solid foundation for the future.

In the P. B. Yates Machine Company of Beloit, Wis., it has long been the practice to send out monthly statements to every salesman showing sales and cost of sales, both in dollars and percentages. P. G. Farrow, vice-president of the company, has often heard, he says, that the low men are sometimes put out because the figures show so badly against them. Sometimes there are other circumstances entering into the individual salesman's problem and territory which do not show up on such reports. "We are not at all certain," says Mr. Farrow, "whether we should adopt the policy of running rough-shod over these low-score men, or go into the subject more thoroughly and devise some means other than the usual monthly sales report." It seems only fair, at first glance, to show every salesman on the staff how much each is producing and the cost of that production and to judge the value of each man on that basis. Yet, a great deal depends on the territory and its productivity. There is also a greatly varying standard of costs for transportation and living expenses in different territories. Continuing he says:

I am reminded for instance of our

salesman who travels the territory in and about Jacksonville, Fla. Some times in reading his sales report one would get the impression that his costs are out of all bounds, and yet from my knowledge, I know that in the tourist season it is utterly impossible to get even the cheapest sort of living quarters except you pay a king's ransom.

I have often thought it is a desirable thing to show the salesmen's effort in percentages, commencing by allocating to his total sales the value of one dollar, and then basing his expenses in relation to a dollar of sales, letting the salesmen know at the same time that he dare not increase his expenses in proportion to a dollar of sales below a certain given maximum amount. We are deterred from adopting this system chiefly because our salesmen after all are not accountants, and do not appreciate percentages only. They must have dollars and cents and I think this is necessary in order for them properly to visualize the results of their efforts.

Unquestionably those salesmen who are above the average do not resent comparison—rather it spurs them on, in my opinion, and invites a friendly rivalry between the better class of salesmen, and in fact it is my observation that these men look forward keenly to the end of every month when the report will reach their hands. They extend themselves beyond reason in their effort to produce more sales, and lead the list.

However, the weak ones are very liable to be further discouraged by always seeing their names at the bottom. Yet, surely if we fail to keep our salesmen posted, and jog up those who need jogging, it would seem to me that the result would be we would lose sight of the poor men and let the worthless ones remain with us longer than we should, thereby creating an additional burden on the company.

After all, I cannot help but believe that we must continue placing in the hands of our salesmen at all times their monthly results; even after we have given them quotas we should continue with our comparisons of their efforts with others at least in their territories.

Since Mr. Farrow touches on many of the questions appearing in other letters, at this round-table discussion I am going to call on several other men to tell what they have decided to do to solve similar problems.

Maurice Stanley, vice-president and secretary of the Fafnir Bearing Company of New Britain, Conn., sends out a general letter each month in which is given an idea of the total business of the company, and in which any unusual contracts and large orders are commented on. In this letter, any additions to the line, change in product or other vital information is given. The salesman knows

Californians Inc.



Enthusiasm—Plus

IF any one should ask who are the best boosters in the United States, nine people out of ten would rightly answer, "The people of California."

Californians know the business value of enthusiasm. But they know more than that! For boosting is good business *only* when it is accompanied by a keen understanding of—and faithful adherence to—the basic principles of economic development.

An outstanding example of the keen business insight that has made California so successful is the national advertising now running over the signature of Californians Inc.

This campaign is supported and financed by the people of San Francisco, but it *advertises* all of California, particularly central and northern California, on the sound economic principle that the growth of a city is bound up in the growth and prosperity of its tributary territory.

The success of the advertising is demonstrated by a steady growth in the number of tourist-visitors, thousands of new settlers and an exceptional record of prosperity.

The McCann Company is justly proud of its share in planning and conducting this campaign for California development.

The advertising of Californians Inc. is handled by The H. K. McCann Company in conjunction with the Honig-Cooper Company of San Francisco.



THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

this letter will give him only important news. With the letter is sent a table of percentages which shows every man's record for the current year as compared with the same period last year. In figuring these percentages the base is arrived at by comparing the company's total business for the current period with the total business for the same period of the preceding year; for example, if the company's total business was exactly the same and any man had increased his own business 10 per cent, the percentage figure would be 110. This list of percentages is shown for all the men and in addition each man has pointed out to him his individual sales in dollars with the amount of his salary, expenses and commission, and the ratio of his salary, expenses and commission to his sales.

Frank L. Campbell, general sales manager for the United States Chain and Forging Company of Pittsburgh, has some ideas to offer executives who have often considered the subject. It is his belief that each salesman should know everything he can about his own territory and should know everything possible about his own sales and his own progress. What another man is doing in another territory is not nearly so important. A complete analysis of each man's territory is sent him each month, not only for that month but also for the preceding month, for the year to date and for the corresponding month of the previous year. The salesman is not given any information either on a percentage basis or any other basis concerning his standing in comparison with other members of the sales force. Mr. Campbell is aware that this is not the practice in companies where one sales contest follows another, with the standing of each man run in full every week. But he says his method of impressing on each salesman the importance of doing his own job in his own territory eliminates ill feeling between the salesmen. Each man before he starts has a complete analysis of what the company considers are the possibilities in

his particular territory and then is given a careful statistical record during the year which shows him just how he is measuring up with that judgment of the company. Mr. Campbell's reasons for this method he sums up thus:

I concede frankly that the conditions in one sales territory are not exactly the same as they are in other sales territories and therefore what the man is primarily interested in is the local conditions in his territory. There may be conditions crop up in that territory, over which neither he nor ourselves have any control, such as enforced strikes in the dominating industry in his territory, which naturally affect his business in that particular local territory, but which may not in any way affect the conditions in other territories, but which would cause a pretty bad feeling on the part of the salesman if his standing was published broadcast to all of the sales force, and perhaps some man in some far distant territory has no idea of the local conditions that one man is up against.

The proper way, he thinks, is to judge every salesman on the basis of what proportion of the business he is getting, based on the total amount of business which is being placed in his territory in his line of manufacture at that particular time. If he maintains a proper balance in relation to the total amount of business placed he is doing well, even though his volume may have shrunk to some extent due to conditions in the territory over which he has no control.

"It is my belief," says Mr. Campbell, "that handling a sales force along this line, where you have every man feeling that you are ultimately fair toward him and that you are looking at things in his territory from his angle rather than from the angle of the business as a whole, results in a confidence and a respect on the part of the individual salesman and you get his best efforts, due to having his absolute confidence."

Surely each salesman is more interested, as many other sales managers point out, in the possibilities of his own territory than he is in any other single thing. The more trouble a sales manager takes in discovering the peculiarities of each territory and keeping in close touch with each man in relation to

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No keener judge of advertising values ever lived than Colonel Emery Mapes, founder of the Cream of Wheat Company.

Long before the A. B. C. was ever thought of he had an idea that magazines should not only show how much circulation they had but prove just how they obtained it.

While editorial contents and mechanical appearance counted for much, he knew that "fine feathers do not make fine birds" and determined the advertising value of circulation by the methods employed to get it.

The idea is still good. It always will be.

And we might add that Cream of Wheat advertising has appeared in Needlecraft Magazine for twelve consecutive years.

Robert B. Johnston
Advertising Manager
New York

JAMES A. ROBERTSON
Western Manager
Chicago

ELIOTT D. ODELL
Eastern Manager
New York

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.

those problems, common to both the man and the company, the closer he comes to his men, the more every man feels his efforts are being watched and appreciated. Other sales managers, who, like Mr. Campbell, believe in telling the salesman what he is doing in terms of his own territory instead of in comparison with other men, confine any sales contest to particular items such as proportion of new accounts opened, suggestions as to better selling methods, advertising copy or improvements in the product itself. Volume of sales is kept out of such contests because it is considered to be a matter between the individual and his boss, in terms of just what each man is up against in his territory.

Edward M. Ford, vice-president and secretary of the Ford Roofing Products Company, has a plan which may help in other organizations. He sends each man a formal monthly statement showing his sales cost per dollar. All the figures used in arriving at this cost are furnished the individual. The same statement also shows each man's average cost for the months preceding, back to the year's beginning, and what part of each man's quota has been shipped for the current month and those preceding. Then every two weeks he lets all the sales force know the relative sales of the best one-third of the force, but only on sales of the specialty the company is featuring at the time, not on sales of the full line. This plan seems to offer most of the advantages of securing the highly competitive spirit without some of its disadvantages. The salesman's natural ambition is stirred and his desire to get up among the leaders is fanned by another simple idea. Whenever an unusually large commission check is mailed to some salesman, all the others are advised about the check and its amount in round figures.

A. G. Walton, secretary of the Grace Corset Company of Kalamazoo, Mich., does not believe that general comparisons are always fair, since conditions vary so much in different territories. He thinks

the average salesman dislikes the making of comparisons with what some other man is doing in a totally different territory, unless he happens to be one of the few who are at the top. His company believes, therefore, that if comparisons are to be made it is a far better plan to compare a salesman's business with what has been accomplished in his own territory in previous years, or during the last season or two. A great deal can then be accomplished in a personal letter each week to the salesman, covering conditions in his territory, pointing out new methods of getting business and expressing a belief that his territory should show a normal increase unless there are some conditions to prevent.

Frank W. Tucker, sales manager of the Stickney & Poor Spice Company, Boston, has one interesting feature in his method of advising salesmen of their results which was also mentioned by one other sales manager. He runs off on the addressing machine monthly a card for every customer. The stencils are then filed by territory and the cards filled in with the preceding month's sales for each customer. The thing accomplished by this plan is that the salesman gets the card whether or not any sale was made. If there was no sale made, the card has endorsed on it the date of the last sale to the retailer in question. This plan covers the possibility of losing customers by oversight and the advantage of reporting the figures on separate cards is that it gives each salesman the opportunity of filing them in whatever order is most useful to him.

At the Bausch & Lomb Optical Company the business is divided into two departments—one for ophthalmic goods and the other for scientific instruments. In the former department the salesmen call on jobbers of optical goods only. They are kept informed by means of a monthly card record, which contains the purchases of those jobbers they call upon in units. The line is somewhat com-

(Continued on page 155)

Brooklyn Standard Union
294 Washington Street
Brooklyn, N. Y.

Gentlemen:

During July, we received from your readers 1,168 orders for Standard Union Patterns which is a very good showing for one of the mid-summer months.

Very truly yours,
**THE PEERLESS
FASHION SERVICE**

LARGEST BROOKLYN CIRCULATION OF ANY BROOKLYN NEWSPAPER

Don't Dabble in Exporting!

Advice to the Beginner, Who Is at a Loss to Know How to Get Started

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

IF there is an American manufacturer who has not received from India a request for quotations, printed in typewriting type; with the date filled in with pen and ink; and with a green, blue or orange tint-blocked letterhead, he can count himself a leper. During the last seventeen years, in which I have served on the Foreign Trade Committee of the National Association of Manufacturers, there has been a constant stream of requests for credit reports on just such inquirers.

Indeed, it has been almost impossible for an American company of any nature to be listed in any trade directory, or to be an advertiser in any publication circulating outside the United States without receiving several dozen such inquiries.

Nor is the manufacturer safe who belongs to any trade organization—for his name in some mysterious manner becomes a tool in the bazaars of Burmah within a few months after he joins the Steam-Fitters' Supply Association of Manitowac.

To the casual outsider it would seem that such crude invitations to American manufacturers to part with their merchandise* on the "Three Graces" basis — Faith, Hope and Charity—would meet with slight response. But it is just as certain, from their constant and continuing streams of processed letters, that they are able to show a profit, as it is that some boy once upon a time received a stick of gum for nothing by punching the rods in automatic vending machines—or else why should all boys continue in this form of subway calisthenics?

From the inside of the export circle case after case comes up each year where the American manufacturer, unaccustomed to exporting but desirous of sales, ships the goods first, and writes

for a credit report second. In case after case, American manufacturers have been gullible enough to ship "trial orders" to native Indian firms, with no more knowledge of their letterhead than the certainly none-too-encouraging legend:

"Dealers in:

"Cigarettes, cigars, gents' and ladies' stockings and socks, handkerchiefs, laces, soaps, perfumery and mineral bottles, essences, drops, combs, cigar lighters and cases, needles, pens and playing cards, etc., etc."

That, in this country would in itself be at least a basis for preliminary investigation.

Others have been impressed with the inherent honesty of the inquirer, whose printed letter stated that he was importing goods from all the important manufacturing countries on the basis of ninety-day terms, but because they had not had previous transactions with the American manufacturer would, in this instance, generously pay one-fourth of the value in advance with order. In plain English, this usually means that the inquirer is willing to pay 25 per cent of the export price, and equally willing to let the American manufacturer try, in vain, to collect the other 75 per cent.

SELL ON THE RIGHT BASIS

Don't dabble in exporting! If you are convinced—and very possibly, correctly—that your immediate present and your long-distant future requires all of your efforts within the boundaries of the United States, by all means stick to the United States for your market. But if you feel, as many American firms are coming to believe each year, that it is well now to begin to build a future overseas to offset the diminishing new and worth-while territories in



What

They Eat, Wear and Use
are a big part of Father's
Monthly Bills

"Choosey" too, these youngsters, alert to interesting appeal and knowing what they want.

THE YOUTH'S COMPANION

(Every Thursday)

Reaches the very heart of this rich juvenile market through its more than a quarter million circulation to the cream of the country.

Immediate National Publicity
Short Closing Date
Only Weekly in the Youth's Field

More facts on request

THE YOUTH'S COMPANION

An Atlantic Publication

8 Arlington Street • Boston, Massachusetts

the United States, then sell abroad on a common-sense basis.

If you want to sell a few hundred or a few thousand dollars overseas in order to test the exportability of your product and to find out whether the game is worth the candle, one of the worst ways that you can set about it is to quote at random to inquirers who approach you with crudely printed form letters. Indeed, it is wise for every American manufacturer, as a pure matter of insurance of the future of his business, to investigate the possibilities of securing through export trade profits otherwise unobtainable.

Whether he does so or not, he is paying the cost of doing so. For the Department of Commerce, through the Bureau of Foreign and Domestic Commerce, is supplying, without charge, just this type of information, coupled with the intimate and sympathetic advice of expert business men with established reputations as successful exporters of adding machines to watches—and you are paying the taxes just the same, whether you use their services or not.

And very possibly you are paying double, and triple, and quadruple tolls for export services which you are not receiving. Your local trade association, from its foreign trade committee or through the International Association of Credit Men, is in a position to render real service—for which you are paying, whether you are now using it or not. Your national trade associations today have foreign trade committees, made up of men in your own industry, who are successfully and profitably exporting. Your Board of Trade or Chamber of Commerce is, through its connection with the Chamber of Commerce of the U. S., paying for the services of Chauncey Depew Snow, manager of its Foreign Trade Department—and you, through your membership dues, and again through your taxes on membership dues, are paying for Mr. Snow's services—whether you use them or not.

And then there is the Pan-American Union in Washington,

D. C., an international and official organization which is a voluntary association of all the American Republics, including the United States. It is supported on a basis by which the United States pays, roughly, half of its cost of operation. It can help any manufacturer immensely in opening up and maintaining profitable business connections in the Americas. And as it is supported by the United States, you are paying for its services—whether you use them or not.

So the advice "Don't dabble in exporting" does not carry with it any suggestion that you must invest heavily in order to investigate your export possibilities. On the contrary, my advice is to capitalize your existing investments in taxes and association dues. Later on, as your export trade develops, you, like hundreds of others, will find it most pleasing to learn that they are successful export organizations financed on a co-operative basis, which will serve you and still further increase your profits.

Instead of answering the next circular letter you receive from overseas, asking for your agency for all of a continent, or for you to send your goods in hopes of ultimate payment, just take the same amount of time, and less postage, and write the Bureau of Foreign and Domestic Commerce, Washington, D. C. And so that this suggestion may be truly personal in indicating export possibilities I'll merely add that the present President of the United States Steel Corporation, was once its export manager.

Tuxedo Tobacco Account for L. S. Goldsmith Agency

The American Tobacco Company, New York, has appointed the L. S. Goldsmith Company, New York advertising agency, to direct the advertising of Tuxedo tobacco. A new campaign is being prepared and will start in November.

Victor Talking Machine Company Appoints N. W. Ayer

The advertising account of the Victor Talking Machine Company, Camden, N. J., has been placed with N. W. Ayer & Son.

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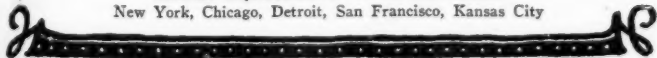
The EASTMAN KODAK CO.

*is only ONE of the many large
national advertisers now using the
ROTO SECTION of the*

BUFFALO SUNDAY TIMES

NORMAN E. MACK, Editor and Publisher

National Representatives: Verree and Conklin
New York, Chicago, Detroit, San Francisco, Kansas City



MORE for Radio . . .

THE total Radio Advertising, including both local and national, published by the Chicago Herald and Examiner for the period of 18 months from January 1, 1924 to July 1, 1925 was

470,987 agate lines*

And during the same period the second morning newspaper published

356,798 agate lines*

* Figures from the Advertising Record Co., an independent audit bureau supported by all Chicago newspapers.

Chicago Herald

NEW YORK: 1834 Broadway

... FACTS

... Advertisers

*B*OTH Local and National Radio Advertisers accord the Chicago Herald and Examiner Radio Section a very definite preference in placing their advertising. This preference has grown out of advertising effectiveness...large circulation plus reader interest.



Circulation

Daily: More than 350,000

*Sunday: "More than a Million for
More than a Year."*

ld and Examiner

SAN FRANCISCO: Monadnock Bldg.

To the sellers of hats in Chicago:

991,179 Heads to Hat!

In Chicago, according to the latest government census, there are 991,179 males 15 years of age and over.

If each one of these buys 2 hats a year—a low estimate—that aggregates 1,982,358 hats sold annually in Chicago alone.

Are you selling your share of these hats?

To sell more hats in Chicago, follow the lead of experienced advertisers in this market and advertise more in The Chicago Daily News.

Because it paid them, advertisers bought 8,937,325 agate lines of display advertising in The Chicago Daily News in the first seven months of 1925, the greatest amount of space they ever bought in any Chicago daily newspaper in any similar period of any year.

These 8,937,325 agate lines of display advertising—1,748,086 lines more than were carried by its nearest competitor, a morning newspaper—are conclusive evidence of the increasing value of The Chicago Daily News to the advertisers of America.

Among the approximately 1,200,000 daily readers of the 400,000 average daily circulation of The Daily News—there are about half a million masculine heads to cover with hats—2 hats a year for each. Figure it out yourself. Here is a market that warrants increasing your selling message in

THE CHICAGO DAILY NEWS

First in Chicago

We Gave Second Youth to an Old Line

And It Wasn't an Easy Matter

By H. H. Riddleberger

Vice-President, the Lustrite Corporation

SOME manufacturers say it is harder to revive an old line that has lain dormant than it is to start an entirely new business. I think people who say that may be right. Certainly it is not easy to bring back an old line that has been permitted to go to sleep. We have had our ups and downs restoring confidence in the slumbering Lustrite manicure preparations, and we have had many difficult questions to answer. But nearly two years have seen most of these problems solved and distribution practically regained.

The biggest job of all was to show distributors and dealers that we were in earnest about trying to put Lustrite back where it used to be. As it happened, the old product had built up a very good reputation, so we did not have to build up prestige on the ruins of a failure. We did, however, have to convince the trade that we were going to re-establish the line for good and all, not just for a short time and then permit it to go back to sleep.

Dealers and jobbers were willing to admit the old line was good. They had known it for fifteen years and had seen it sell in large volume as a general cosmetic line. They had watched it decline gradually, due, undoubtedly, to a very common mistake—too many items in the line. About 300 items were in it at one time, I believe. Then, in 1918 they had seen it change from the Floridine Manufacturing Company management to that of the Lustrite Corporation which promptly proceeded to cut the line down to manicure preparations only.

The dealers and jobbers then saw it make money once more and have a fine success until 1921,

when depression hit it. Once more, they saw it decline, this time because the company did not have working capital enough to continue regular advertising. For about two years, Lustrite marked time. There was no advertising, and the inevitable happened. The trade saw Lustrite go to sleep again.

Consequently it was only natural that, when Ralph Kirkman, formerly vice-president of Kirkman & Son, and myself took over controlling interest in the slumbering company, dealers and jobbers alike should demand to be shown that this wasn't just a flash in the pan. Before putting Lustrite on their shelves in quantity they wanted to be sure that they would not find themselves loaded down and then left with big stocks. They liked the product, they told us, but they were skeptical about its staying powers.

Our first move was to work to restore confidence in Lustrite and to overcome trade skepticism. It seemed wisest to begin in a small way and work up, so we set out locally to make personal contact.

SALESMEN DID GOOD WORK

Our salesmen covered the metropolitan district, talking to dealers about our plans to make the old product a wide-awake seller. They gave distributors information about our reorganization and recapitulation. They carried with them schedules of the newspaper advertising that we intended to do.

They found that dealers never belittled the line. They found that women still were buying it and that it was showing a remarkable stability in spite of its deep slumber. Notwithstanding this, they found it difficult to

build up distribution and volume.

For the first six months, the package was unchanged. But after six months of work to restore confidence, we completely repackaged the product. Immediately, we found that we had taken one of the biggest steps possible in convincing a skeptical trade that we were sincerely behind the line and in the business to stay. The new cartons had a splendid psychological effect on jobbers and dealers. That was one problem solved.

Another problem was how to handle shopworn and unsalable goods that dealers and jobbers had been carrying for a long time. We decided to take old stocks back without question and usually at full value. It was a good move, for it helped to convince dealers of the line's comeback.

We learned another valuable lesson about waking the sleeping line. We found that it was best to concentrate efforts on the fast movers. For the first six months, we featured cuticle ice, which was our main product. Then we realized that to revive a line it is necessary to give the dealer a fast seller, so we set to work on a new product, a liquid polish. Liquid polish had become a rage among women and we had to give it to the dealer if we hoped to gain his co-operation. Recently, we put out another new product, a cuticle remover in semi-jelly form that can be sold in tubes. Since putting it out we have been concentrating on it, making it a fast mover. All of which has helped to win the trade.

Initial resistance, broken down by these plans, was further weakened by advertising. Opening advertisements were in metropolitan rotogravure sections. These were followed by copy in a daily paper. Then, we used space in a Sunday magazine section. The result has been that advertising has created a new demand for Lustrite of which dealers have had to take notice, and distribution, for all practical purposes, is 100 per cent in the drug and department stores we seek to sell.

Though we concentrated on local trade, we did not overlook the chance to show suburban districts within 100 miles that the old line had been re-established. In these districts, mail-order methods were used to renew interest.

What proved most successful of all among suburban dealers was a follow-up on free-sample coupons that I believe has never been tried before. As those who have tried the free-sample plan know, one of the big problems with newspaper coupons is to capitalize with the dealer the woman's request for the sample. Each returned coupon ought to be made to do effective work in getting the dealer to stock the product.

A SUCCESSFUL COUPON PLAN

The scheme which we found successful in our advertising in daily newspapers and the Sunday magazine section was in connection with a special campaign on cuticle remover in a tube and also liquid polish. The coupon, in this campaign, offered a free sample and asked the woman to give the name of the dealer from whom she buys her toiletries. About 50 per cent of the women indicated the name of their dealer. Samples were sent to these women from the main office. Then, we pasted the actual coupon sent us on a double postcard and sent it to the dealer. Next to the coupon was written this message:

This coupon is from one of our advertisements introducing the new Lustrite cuticle remover. We have sent the samples requested in the coupon.

You will note consumer states she buys toilet goods at your store.

As you will undoubtedly desire to capitalize this sales-lead, please mail attached addressed postal card at once.

We thank you for your co-operation.

The attached card, with consumer's name and address and dealer's signature already filled in, was mailed to the customer with these words from the dealer:

We are informed by the Lustrite Corporation that you have been mailed the sample of manicure preparations which you requested.

We want to thank you for your patronage and let you know that we are prepared to serve your need for

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meritorious Lustrite preparations as, indeed, all other standard toilet articles. Cordially yours (signed by the dealer).

Considering printing, labor and postage, this plan was not cheap. But it worked well, because it showed the dealer the actual coupon sent in, let him see with his own eyes that Mrs. Jones had asked for Lustrite, and enabled him to get a close tie-up for his store without going to any more trouble than dropping a card in the mailbox. The card to the consumer was simply worded so that any dealer would feel that the message was in keeping with the dignity of his store.

We made further use of the double card, because underneath the pasted-on coupon we printed a special introductory offer good for thirty days. All the dealer had to do to order this was to fill in his jobber's name and mail the card back to us. He didn't even have to sign his own name because this was the card we had sent him and his name was already on it.

These plans are convincing dealers that Lustrite is back to stay. We no longer encounter the same skepticism which, at the beginning, faced us at every turn. We feel that we are succeeding, as rapidly as can be expected, in restoring confidence in the line. All of which would seem to prove that sound merchandising methods will overcome the most severe obstacles—even the reputation of being a flash in the pan.

Palm Beach Cloth Account with L. S. Goldsmith

The Goodall Worsted Company, Sanford, Me., manufacturer of Palm Beach cloth, has appointed the L. S. Goldsmith Company, New York advertising agency, to direct its advertising account. Plans are now being made for a campaign next summer. Poster advertising, national weeklies and newspapers will be the principal mediums used.

Houston "Press" Appoints A. G. Norment

The Houston, Tex., *Press* has appointed A. G. Norment acting advertising manager. He succeeds A. F. Butterfield, whose death is reported elsewhere in this issue.

Chicago Financiers Form Investment Company

An investment banking company has been formed at Chicago by William Wrigley, Jr., John Hertz, A. D. Lasker, John R. Thompson, Lawrence Stern and several other prominent business men. The new firm is known as Lawrence Stern & Company. It will conduct a general investment banking business, specializing in the underwriting and wholesale distribution of real estate mortgage securities.

The board of directors includes William Wrigley, Jr., chairman of the board of the William Wrigley, Jr., Company; John Hertz, president of the Yellow Cab Manufacturing and associated companies; A. D. Lasker, president of Lord & Thomas, and former head of the United States Shipping Board; John R. Thompson, chairman of the board of the John R. Thompson Company; Suyvesant Peabody, president of the Peabody Coal Company and chairman of the executive committee of the Consumers Company; Charles A. McCulloch, president of the Parmelee Company; Herbert L. Stern, president of the Balaban & Katz Corporation; Alfred Ettlinger, Joseph J. Rice and Lawrence Stern, who is president.

Actively associated with Mr. Stern in the operation of the company will be Joseph J. Rice, who has been associated with Mr. Stern for many years, and Alfred Ettlinger. Public relations and advertising for this firm will be handled by H. C. Towner, who was for several years Western advertising manager of S. W. Straus & Company.

Kree-Mee Fudge Company Appoints Joseph E. Hanson

The Kree-Mee Fudge Company, Springfield, N. J., has appointed the Joseph E. Hanson Company, Inc., Newark, N. J., advertising agency, as advertising counsel. Plans, which are now being made for a fall campaign, call for the use of newspapers in the New York territory.

Dunbar Shrimp Account for Bauerlein Agency

The Dunbar-Dukate Company, New Orleans, packer of Dunbar shrimp, has appointed Bauerlein, Inc., advertising agency, New Orleans, to direct its advertising.

"Forum" Appoints Finucan & McClure

The *Forum*, New York, has appointed Finucan & McClure, publishers' representatives, Chicago, as advertising representatives in the West.

J. L. Fearing, Vice-President, International Paper Company

Joseph L. Fearing, sales manager of the International Paper Company, has, in addition, been made vice-president.

Columbus, Ohio, Banks Answer Florida's Challenge

Seven Banks Unite in Newspaper Advertising to Sell the Inhabitants on the Home Town's Advantages.

ONE evidence, at least, that Florida's efforts to advertise its advantages as a community are being felt in other sections of the country may now be recorded. Seven banks of Columbus, Ohio, have united in publishing a full-page advertisement which appeared in a Columbus morning newspaper, in which these banks challenge the claims of Florida as a better place in which to live and work than Columbus.

The advertisement is more than casually interesting for several reasons. The first reason is that the banks whose signatures appear at the bottom of the advertisement have appropriated to themselves the task and expense of the effort. Second, it is addressed directly and primarily to men and women out of work—a group which in most communities is looked upon more as a liability than as a credit to the town. Third, it urges the unemployed to stay in Columbus and get a job. Advice to the unemployed usually urges migration for repairs to broken fortunes and a return when fortunes are repaired.

In one way this advertisement of Columbus banks may be regarded as a testimonial to the effectiveness of the advertising which has been, and is being, carried on by the various interests and communities of Florida. It does not attempt to meet the claims of Florida by cataloging the advantages of Columbus, but, on the other hand, it quotes a number of statements that have been made about Florida's importance as an agricultural State, its importance in the manufacture of tobacco, its lumber industry and the large amount of turpentine and rosin produced there and its mineral resources in the way of phosphate rock and Fuller's earth, and after each such statement asks pointedly whether the inhabitant of Columbus

would like to engage in that kind of work. The advertisement, in other words, is keyed to the caption, "What Are You Going to Do When You Get There?"

Quite cleverly, the general appearance of the advertisement is predicated upon an interest in Florida on the part of the reader, for the most prominent feature of the layout is the large map which is printed across the top and half way down the right side. "You're going to Florida, of course," is the first line of the message. Such a greeting quite naturally takes the reader into camp at once. Any vaguely defined idea he may have had about really going there would in all probability take form and substance at once. The second line gives him a splendid reason for going—"You're out of a job here and the town hasn't done anything for you." The general effect of this on an individual out of work would start him packing his trunk. Doubt is then thrown into the reader's mind with the next statement, "You are going to Florida. But what are you going to do when you get there?" After this beginning, almost any reader could be depended upon to read the rest of the advertisement.

S. K. Ellis Joins Erwin, Wasey & Company

Sherman K. Ellis has joined the New York office of Erwin, Wasey & Company, advertising agency. He had been associated with the J. Walter Thompson Company for the last six years, first as a member of the Chicago office and then as manager of the San Francisco office. Last July Mr. Ellis returned to the Chicago office.

Murphy Varnish Account to Calkins & Holden

The advertising account of the Murphy Varnish Company, Newark, N. J., has been placed with Calkins & Holden, Inc., New York advertising agency.

Why it pays to advertise Food Products in PHILADELPHIA

City's Food Bill Estimated at \$2,750,000 for Each Day

Philadelphia's meal check every day is \$2,750,000; about a billion dollars a year spent for food.

This is the estimate of Ralph B. Clayberger, a director of the Philadelphia Chamber of Commerce and chairman of its agricultural committee.

In a survey of the problem of feeding this city of more than 2,000,000 population, Mr. Clayberger developed the following about Philadelphia's food requirements:

The weekly meat bill is the largest item; 8,000 head of cattle, 10,000 sheep and 5,000 hogs every seven days. Other items, by the week, are 720,000 dozen eggs, 1,080,000 pounds of butter; 577,000 pounds of poultry and 163,300 pounds of cheese.

Philadelphians eat \$10,000,000 worth of fish every year; potatoes, onions and cabbage costing \$15,000,000 and other vegetables and fruits costing \$15,000,000 to \$25,000,000.

(Reprinted from The Evening Bulletin
August 13, 1925.)

Dominate Philadelphia

Create maximum impression at one cost by concentrating in
the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



526,796 copies
a day

Net paid average circulation for six
months ending March 31, 1925.

The circulation of The Philadelphia
Bulletin is the largest in Philadelphia
and is one of the largest in the United
States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
Kansas City, Mo.—C. J. Edelmanna, Verree & Conklin, Inc., 1100 Davidson Bldg.
(Copyright 1925—Bulletin Company)

Do you
know which
evening newspaper leads
in home delivered city
circulation in Milwaukee?
A representative of this
newspaper sextette will
give you the
facts.

WHILE every newspaper in this group is of vital individual importance in its respective market, the use of ALL SIX newspapers offers national advertisers several distinct advantages.

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

First, these six newspapers are represented in the national field by one contact and merchandising organization.

Second, a standardized merchandising service that is time-tried and proven.

Third, all six newspapers operate on a flat rate basis.

The use of these six newspapers, representing six markets with ten million people, means certain contact with responsive reader audiences in highly responsive trading areas.

Please address inquiries to nearest office of the group:

<i>EASTERN OFFICE</i>	<i>WESTERN OFFICE</i>	<i>NEW ENGLAND OFFICE</i>
<i>2 Columbus Circle</i>	<i>Hearst Building</i>	<i>5 Winthrop Square</i>
<i>New York</i>	<i>Chicago</i>	<i>Boston</i>
<i>R. E. BOONE</i>	<i>H. A. KOEHLER</i>	<i>S. B. CHITTENDEN</i>

ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (MILWAUKEE)

Milwaukee—First City in Diversity of Industry

Do You Double Sales Each Year?

Lillian's Chocolates advertising in Milwaukee was widely scattered before 1922. Since then 90% of their appropriation has been concentrated in The Milwaukee Journal. As a result Lillian's business has doubled every year, reaching a present total of 400,000 chocolate sales.

This is just one of the hundreds of instances where advertising costs have been lowered and sales volume increased by concentration in one newspaper. The Journal alone thoroughly covers and sells the Milwaukee-Wisconsin market.

The Milwaukee Journal

FIRST—by Merit

Wisconsin—First State in Value of Dairy Products

A Regional Survey That Promises Much for Merchandising

Commerce Department Issues Survey of Philadelphia Marketing Region, the First of a Series

Washington Bureau
of PRINTERS' INK

AN excellent sample of a most important piece of government work for domestic merchandising is now available as the "Commercial Survey of the Philadelphia Marketing Region." This report offers a direct source of information to every sales and advertising manager who is selling goods in the region studied, and it has even a much wider appeal because of its significance. It is the forerunner of similar surveys of all of the important marketing regions of the country.

Under the administration of Secretary Hoover, the Department of Commerce has developed a service for the collection and dissemination of statistical and commodity information regarding foreign distribution that is remarkable. But our home markets have been sadly neglected. Aside from general statistical information, it has been impossible to secure from any governmental source any but a very few of the facts that are indispensable to economical and successful merchandising in any definite territory of this country.

The Philadelphia survey shows that this great fault is being overcome. As announced several months ago by PRINTERS' INK, the report under discussion is to be followed by one on the Atlanta marketing region, for which an investigation has been under way for some time. During the present fiscal year, it is expected that at least six other important regions will be surveyed. According to present plans, eventually the entire United States will be covered by similar investigations which will result in a series of reports covering not only practically all of our domestic selling factors, but also their phases of variation as well.

A. H. Onthank, chief of the domestic division, under whose direction the work is being conducted, declares that the Philadelphia survey is undoubtedly the most important effort of his organization since it was established two years ago, and that it is the first real attempt by any government agency to establish the selling and advertising factors that are essential to good merchandising and that are beyond cold statistics.

"Of course," he said, "we haven't told the whole story. We have merely taken a step forward, and I think it is a long step, in the direction of securing information regarding buying habits and merchandising practices that is necessary if statistics are to be accurately interpreted. Many a sales or advertising manager has found that his logical deductions from all available statistics on a certain territory were misleading, because of the influence of undetermined human and competitive factors.

FIRST THE DEPARTMENT FOUND WHAT WAS WANTED

"From many letters and queries sent to our division by business men, we secured an adequate idea of the important merchandising information that was unsupplied. We then planned to secure as much of the desired information as possible, and to combine it in a report of the Philadelphia region with all of the available statistics that are pertinent.

"The report was written and the survey was made by J. Frederic Dewhurst, statistician of the Federal Reserve Bank of Philadelphia. Much credit is also due to Dr. Joseph H. Willits, professor of geography and industry, Wharton School of Finance and Commerce, for his advice and supervision, and to Paul C. Olsen, who

collaborated in the field and statistical work.

"Obviously, most of the information could be secured only by personal investigations in the field, and before the work had progressed very far we began to make discoveries in both conditions and methods which we are following in the other investigations. We first thought that the Third Federal Reserve District could be accepted as the natural regional market of which Philadelphia is the centre; but we soon found that it was necessary to consider this territory as five distinct markets. And we found many other similar conditions which necessitated modifications of our plan."

From the first paragraph of the introduction to the report, every page appears to present information that is both unusual and valuable. For instance, the introduction states that retail purchases of goods by the nearly 7,000,000 people in the marketing area amount to well over two billion dollars annually, while the factories, mines and farms in the district buy each year more than three billion dollars' worth of raw materials, machinery, equipment and other supplies. And detailed estimates of the annual expenditures for the principal classes of retail goods, and of the purchases by the industries in the district, are given in the tables of the appendix.

The report then discusses the subject of supply and demand in relation to local production, and points out how and to what extent local production affects the market as a whole. It also shows that the district output of many materials and commodities is incapable of supplying the needs of the community. Hence, from the outset, the report approaches its subject from a fundamental basis, and shows that the region offers the most welcome market to those commodities which are not locally produced.

In explaining the purpose of the report, the introduction points out that it is essential for the dis-

tributor to realize that the Philadelphia district, although in many respects a commercial unit, is by no means a homogeneous and uniform market, and continues:

"It is more truly a group of markets, and there is a great divergence in the character of demand and in buying power of consumers between these different regions in the Philadelphia marketing area. In this survey five such regional markets have been considered, although it would have been possible to make still further subdivisions into much smaller district units."

Each of these regional markets is shown on a map, and it is explained that each differs from the others in the racial and occupational characteristics of the people, in their wealth and buying power, and in other characteristics of the consumers' market which would tend to influence and determine the amount and kind of different commodities which they would purchase. In the same way, it is shown, variations between these regional markets in the nature and size of the various industries and other economic activities will affect the character and extent of the market for raw materials and other kinds of producers' goods.

"Hence it is essential that the distributor of any commodity examine the market carefully with special reference to his own sales problem, analyzing and interpreting the various indicators of buying power specifically in terms of his own product. It is patently impossible to make a general market analysis for all, or even for large classes, of commodities in such a short space as that encompassed by this study, and the survey does not pretend to do this. However, an attempt has been made to assemble and present in the following pages all of the readily available statistical data and other information concerning the strength and character of this market and the methods and channels of distribution in the Philadelphia marketing area, so that the sales manager might see these facts in measuring and

There's a vast difference • • • • • between readers

A millionaire and a pauper—each counts just *one* in a general election. A newspaper buyer, regardless of wealth or station, counts just *one* in the circulation statement. You should know what kind of a reader he is.

* * * * *

WHEN would you rather try to sell a man—when he is rushing to or from the office—or when he is at home in the evening, his day's work done, with the time and leisure and willingness to listen to you?

Consider a newspaper reader in the same light. The buyer of a newspaper on the street in a city the size of Indianapolis has only time for a hurried reading of the headlines or his favorite feature. He has neither time nor inclination to read a story designed to sell him merchandise.

At home, in the evening, leisurely reading and enjoying the evening paper he has paid to have delivered to his home, the same man is in a receptive, interested frame of mind. The Indianapolis News has by far the largest circulation in Indianapolis and the *smallest street sale*. It has more exclusive *home delivered* circulation than both other daily papers combined. In the *home* is where advertising accomplishes most.



Bill Herschell — all Hoosiers feel privileged to call him "Bill"—is the uncrowned poet laureate of Hoosierdom, now that the voice of Riley is mute. His poems are one more reason for the greatness of The News.

The INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager

Dan A. Carroll

110 East 42nd Street, NEW YORK

J. E. Lutz

The Tower Building, CHICAGO

evaluating the market for his particular product."

The report then describes the market, both generally and in relation to a number of important products. For instance, it states that the purchases of electrical supplies, exclusive of industrial products, amounts annually to more than \$30,000,000, of which about half is produced within the district.

After presenting a wealth of information regarding the general character and importance of the region, its productive and manufacturing industries, commerce and distribution, wholesale trade, retail trade, advertising mediums, and banking and financial facilities, the report takes up in detail all of the important factors of the five regional markets. Then these markets are explained and discussed in relation to their economic character, merchandising factors and distribution centres.

The statistics given are carefully selected and their direct application to the general information of the report is pointed out. They cover population, races and nationalities, religions, ages, sexes, education, mortality, families, buying power as expressed by wealth and income, living conditions, productive industries, commerce and finance.

Innumerable statements of the report show the value of the information it contains from an advertising and every other merchandising standpoint. For instance, "Women's high shoes were sold in this area for some time after the vogue for oxfords had made high shoes practically unsalable in other parts of the United States. For the same reason, piece goods are still a leading feature in the department stores of the region, although in other parts of the country they have been largely supplanted by ready-to-wear dresses."

One of the most valuable features of the study is the light it throws on the problem of reaching the people of the five markets. As an example, in discussing the merchandising factors of the rural

and mountain area of the region, the difficulty of reaching the market is emphasized, owing to the predominance of farming and small-scale manufacture, the lack of good communication and wide distribution of the population, and the advertising problem is discussed as follows:

"The general education and intelligence of the people is high, illiteracy being lower than in any other region; but in spite of these factors an approach to this market through magazine and newspaper advertising is difficult, inasmuch as the circulation of these journals is materially lower than in other parts of the district. Indeed, newspapers have a circulation only a third as wide as in the district as a whole. The circulation of farm journals, however, is fairly high, averaging more than one copy to a farm. Mail-order houses using catalogue advertising find this area a fairly good field on account of the preponderance of rural population."

The "Commercial Survey of the Philadelphia Marketing Area" is published as Domestic Commerce Series No. 1, is illustrated with maps and charts, contains 130 closely printed pages, and is now offered for sale by the Superintendent of Documents, Government Printing Office.

R. C. Freitag with Kissel Motor Company

R. C. Freitag has been made advertising and sales promotion manager of the Kissel Motor Car Company, Hartford, Wis. He was formerly assistant general sales manager of the Eveready Hosiery Company, Milwaukee.

New Accounts for Toledo Agency

The Fostoria Screw Company, Fostoria, Ohio, manufacturer of bolts and bushings, has placed its advertising account with the C. C. Stockford Company, Toledo, Ohio, advertising agency. It is planned to use automotive papers.

Fisher Body Income Shows Large Increase

The Fisher Body Corporation, Detroit, and subsidiaries, report net income of \$5,207,005 for the quarter ended July 31. This is an increase of \$3,510,835 over the July, 1924, quarter.



Acker Merrall & Condit feature a famous brand of cigars, emphasizing their high quality by displaying the current Medalist page from Vanity Fair.

They Come Back

¶When Arunah S. Abell founded the Baltimore Sun in 1837, Baltimore was a city of about 90,000.

¶Today there are over 796,000 Baltimoreans.

¶The Sunpapers have more than kept pace with this growth through generation after generation—though a number of other daily papers have, in the meantime, come and gone.

¶At first only 4 small pages, carrying a few lines of advertising, the Sunpapers today often have more than sixty pages in a single daily issue and 130 pages and more on Sunday. In the first 6 months of this year, the advertising lineage (Morning, Evening and Sunday) totaled over seventeen million lines.

¶The Sunpapers have been successful, from the advertiser's point of view, because in the main Sun circu-

For More

lation is home circulation, delivered through the length and breadth of Baltimore's 97 square miles by exclusive Sun carriers.

☞ Sun readers are careful readers—and so the Sunpapers carry more than 75% of Baltimore's Classified advertising and the great bulk of all local retail advertising.

☞ Sun advertising pays. Naturally, the advertiser, like Oliver Twist, comes back to ask for more and more.

Average Net Paid Circulation for 6 Months
Ending March 31, 1925

Daily (M & E) 247,320

Sunday - - - 182,031

A Gain of 3587 Daily and 4527 Sunday Over
Same Period a Year Ago.

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"



Indianapolis Ranks High in Radio Sales

*Indianapolis
Radio Show*
Sept. 21 to 26

INDIANAPOLIS and its surrounding territory comprises a fertile field for the merchandising of radio receiving sets and general radio supplies. This demand will be crystallized this month with a huge Radio Show, during which the Radio Industry will be given much valuable exploitation. The advertising columns of the Indianapolis Star will effectively carry your message into thousands of local and suburban homes in which there is not now radio. The Indianapolis Star, as Indiana's finest morning newspaper, will build an authentic good will attitude toward YOUR radio products.

THE INDIANAPOLIS STAR

The advertiser who uses the Indiana Star League—Terre Haute, Muncie and Indianapolis—enjoys a concession of one cent a line for equal space within a 12 months' period in each newspaper.

INDIANA'S FINEST MORNING NEWSPAPER

The Color Photograph Comes into Its Own

Remarkable Results Secured in a Field Which Has Been Slow to Reach Its Present Degree of Practical Excellence

By a Commercial Art Manager

COLOR photography has reached a really remarkable degree of artistic excellence, and this progress has been made very recently. Long before color plates could be produced, however, inventive science had evolved a successful method of securing the negative in full and natural colors. The hitch came in attempting to put this result into usable form.

During the period of investigation and research work, a substitute was employed, which is even now adequate when at all carefully handled. An artist merely painted over the photograph, keeping his colors natural, life-like, with no attempt at posterized effects. Some beautiful illustrations for advertising are obtained in this manner.

The most satisfactory effects are associated with aniline colors, which are transparent. This means that generous areas may be tinted over the photograph, while retaining its every detail.

It is sometimes necessary, at the last moment, to retouch in tempera high lights to give sparkle and contrast. There are examples of these hand-painted originals which practically defy detection.

Just why do advertisers employ the color-photography type of illustration, in the face of the popular use of original paintings by artists of note? To what specific uses may these photographic subjects be put, differentiating them from better-known techniques?

Well, each advertiser has his own individual reason. In a search for absolute fidelity to life, to character portrayal and to that form of realism which some consider the first essential of advertising illustration, these color-photography illustrations answer the problem emphatically. There is the always-present quality of the

camera work, plus natural colors.

A really remarkable series is running in periodicals at the present time, featuring Wesson Oil, wherein the latest ideas in photographic accuracy plus full color, reach unexpected perfection.

This campaign seems to have mastered every essential of the technique. The advertisements are of the human-interest school, picturing housewives at work in kitchens, table compositions, birthday parties, and so on.

It is said, occasionally, that this type of illustration is apt to be stilted and to emphasize the inherent commercialism of the average photograph. Color, it is claimed, merely makes faults more glaring. It is a cheap substitute for really artistic canvases by artists who put personality into their interpretations.

Of course, it cannot be said that color photography will take the place of original paintings. A still life of food products, for example, done in colors by an artist who is in sympathy with his theme and who is thoroughly artistic and imaginative, will inject a certain something into his interpretation which no camera could hope to duplicate.

FIDELITY TO COPY

On the other hand, the color photography artist can produce results, in turn, which are impossible in any other way. Fidelity to copy is one of these, together with strict regard for the finest detail.

Take an account such as Herati rugs: By photographing direct from the rugs and making color plates, the merchandise is translated in an ideal manner. People do not desire an impression; a poster hint at the artistic charm of the design. They demand texture, pattern, absolute realism, and

this the camera provides unflinchingly. It is becoming quite the thing, today, to illustrate catalogues by color photography, for by this process certain classes of goods can be reproduced with amazing fidelity to the original, and high art is less a consideration than showing the goods.

One of the most effective recipe books for a food product was so illustrated throughout. A domestic science specialist made up the elaborate recipes on rarest of china, and then they were rushed to the photographer who made his negatives before the first bloom had been lost; not a leaf of lettuce wilted, nor the crispness gone from fried potatoes.

The most intricate subjects developed perfectly and the old saying "Looks good enough to eat" was certainly true of every page of the book. Rug and carpet, wall paper and furniture catalogues lend themselves to color photography illustrations. The manufacturer is not concerned with artistic effects, the personality of the artist or elaborately conceived techniques, new and original. His only wish is to present his goods exactly as they are.

For a year, the periodical advertising in color for Orinoka draperies and upholstery has been photographically realistic. Curtains at windows are shown with such perfect detail and realism that one may almost feel the sheen of gorgeously patterned hangings. And the housewife wants to see that pattern down to the smallest dot and dash and flower and festoon.

It is surprising to find how plate making has improved, of recent years, in this field. Even on paper which is none too good, there have been Orinoka illustrations that might have been the fabrics themselves spread upon the page. Effects are secured which do not seem possible for fast presses and the general rush of the hour. No drawn original could equal these designs.

A rather novel application of color photography is that now being employed in behalf of a periodical series for the Eastman Kodak Company. Although the

camera you buy reproduces its scenes in black and white only, the advertising reproduces the most perfect full-color replicas of figures and scenery. It is felt that psychology enters into the idea. The prospect visualizes these pictures in terms of color, always, for that is the way they reach his eyes.

It is not claimed that the camera will take color photographs. But color photography enlivens and animates the illustrations of the campaign to the point of making one eager to own a Kodak.

In numerous campaigns, color photography has added to the selling efficiency of the picture, where original paintings might have left much to be desired. A bottle of Heinz pickles is so skilfully and faithfully reproduced, in full color, by means of this process, that every tiny detail of the contents of that bottle are put on paper in an appetizing manner. The smallest piece of red pepper, the wartiest pickle, look so lifelike that you can "fairly taste them."

A pretty housewife is shown in her kitchen, at a table, making up a batch of biscuits. All of the accessories are introduced; bottle of milk, measuring cups, rolling pin, pie board, biscuits, baking powder, bowl, and a can of shortening, Snowdrift. Then, too, an interesting touch in the illustration is the smartly up-to-date house dress worn by the housewife. It carries an elaborate color pattern.

A PERFECT REPRODUCTION

To look at this illustration is almost to see the real scene, so perfect are all its details in the matter of faithful color values. It is, indeed, the scene to the life. Here is realism raised to the very highest and final degree. For an artist to paint the numerous small details and carry their colors along with them would be expecting too much. The camera, however, proves faithful to its trust.

In this example, as in so many others, stilted effects are avoided. Even in black and white, the photograph would have been highly artistic. Its posing is beautifully

THE NEWS OF HARPER'S BAZAR

SEPTEMBER 3d, 1925

MICHAEL ARLEN'S PLAY "THE GREEN HAT"

*Harper's Bazar Breaks Tradition in Publishing a Play
from a Book Already Enormously Successful*

No British author who has ever visited America has ever created a greater furore than Michael Arlen did on his trip to America last winter. The success of his "These Charming People" followed by the even greater success of "The Green Hat" stirred up a frenzy of interest in their author.

He was entertained by everybody, dined by everybody and feted by the world and his wife.

It seemed the pinnacle of interest in an author had been attained when Mr. Arlen started to set the Thames on fire all over again by dramatizing "The Green Hat." With Katherine Cornell, perhaps the most notable of our younger actresses appearing as Iris March, the shameful, shameless lady, "The Green Hat" opened in Detroit last spring and was a sensation; it repeated its sensational success in Chicago.

It is to open in New York on September 15th, and, judging from what the critics have already said

in advance, theatrical history is to be made that evening.

"The Green Hat" is a play of smart people. It is sophisticated, brilliant, mordant.

For all of these very good reasons, and realizing that "The Green Hat" is just the sort of thing that will appeal to its own fashionable clientele, *Harper's Bazar* is breaking tradition by publishing this play from a book that already has had its thousands of readers.

Those who found "The Green Hat" in book form amusing, will find "The Green Hat" in play form even more amusing. With the probability that tickets, even at a premium, will be difficult to secure for weeks to come, it will be a great satisfaction to many of *Harper Bazar's* readers to be able to read the play in its pages.

Harper's Bazar is indeed breaking publishing traditions again but it is doing so in the interest of those fashionable women to whom it so exclusively appeals.

Harper's Bazar

IN LONDON

50c

106 IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

worked out. It is absolutely uncommercial.

The size of the illustration does not appear to disturb color photography. Figure compositions, no more than two inches square, are every bit as perfect as if ten times the size.

An advertiser wishes to show an overturned basket of strawberries (Certo), and the color photograph is made direct from the fruit itself. The berries can be eaten, so exact and detailed is their reproduction.

This process is now popular, as opposed to original canvases, for other reasons. One is that it is reasonably prompt. To make an adequate painting of a certain subject, an artist might demand several weeks, and this would not include plates, of course. The other day we saw a model posed in a carmine dress, and within an hour the color negatives were held up to the light for us to see. They were perfect, exquisite. And it was all ready for the engraver!

Those who have experimented with and used color photography all agree upon several high points.

An artist, not a photographer, must lay out the floor plan of the composition, in pencil, in rough sketch form—this, to make certain of artistic composition.

Models and groupings should come under his supervision, for the painted-canvas quality can and should be injected, although the camera is the real artist, after all.

Attention must be paid, in advance, to the colors in costumes worn by models, as related to accessories and their colors.

The successful illustrations in this field are no mere matter of chance. A painter's directing sense is always behind them, alert for inartistic and inharmonious effects.

Waukesha Steel Fence Company Changes Name

The Waukesha Steel Products Company, Waukesha, Wis., steel and wire fencing, has changed its name to the Century Fence Company. The company's product, which has been known as the Durecon Chain Link fence, will hereafter be sold under the trade name of "Century."

"Distribution & Warehousing" Sold

Distribution & Warehousing, New York, published by the Chilton Class Journal Company, has been sold to Distribution and Warehousing Publications, Inc., a subsidiary of the United Publishers Corporation. Andrew K. Murray, former business manager of the publication, has become president and general manager. Charles G. Phillips, president of the United Publishers Corporation, is a director of the new corporation, as is Fritz J. Frank, who is president of the Iron Age Publishing Company, New York.

American Paper and Pulp Appoints D. A. Crocker

D. A. Crocker, formerly vice-president of the Eastern Manufacturing Company, Bangor, Me., paper maker, has joined the American Paper and Pulp Association. He has become a member of the Woodlands Section and will devote his whole time to a study of pulpwood production, forest management, reforestation and other problems of the paper industry. His first project will be a study of forest conditions around the Great Lakes.

Atwater Kent Advances D. M. Bauer

D. M. Bauer, formerly district sales manager, has been appointed advertising manager of the Atwater Kent Manufacturing Company, Philadelphia, succeeding F. W. Kulicke.

Mr. Kulicke, who has been with the Atwater Kent company for over nine years, has become associated with the Budd Wheel Company, of Philadelphia and Detroit.

Join Ohio Select List of Newspapers

The Warren, Ohio, *Tribune and Chronicle* and the Elyria, Ohio, *Chronicle-Telegram* have become members of the Ohio Select List of Daily Newspapers. They will be represented in the national field by Robert E. Ward, Inc., publishers' representative.

Toy Accounts for J. L. Sugden Agency

The Littlefield Manufacturing Company, maker of "Kangru-Springshu," and John Lloyd Wright, manufacturer of Lincoln Logs, have appointed the J. L. Sugden Advertising Company, Chicago, to direct their advertising accounts.

R. K. Masters to Represent "Physical Culture"

Raymond K. Masters, who has been representing The Macfadden Unit in New York, will represent *Physical Culture* in New York, starting September 8.

Is It Wise ?



Of course you can get along without **TRUE STORY** or any other magazine—that is to say, if you feel you can get along without covering your entire market.

But is it wise ?

Each new customer you make should be worth at least five more customers to you because if it weren't for repeat orders and word-of-mouth recommendation, you couldn't afford to advertise at all.

You have something the public wants because the public buys it in great and ever increasing volume.

The public wants **TRUE STORY** too, because in six years it has built itself up from only a name to a place in 2,000,000 homes where it finds at least 8,000,000 readers.

For the most part, **TRUE STORY** is unduplicated by any other magazine and through it you can reach

new customers and cover your whole market, no matter how many other publications you may be using.

And if these customers you secure through **TRUE STORY** stay with you as long as they stay with us; if they give you as much word-of-mouth recommendation as they give us, you will have added a powerful force in your business.

True Story

"The Necessary Two Million"

"GREATEST COVERAGE—LOWEST COST"

The Radio of a



I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI

"Goes to the home,

Paper Radio City

WITH daily programs hard to beat for variety and excellence being supplied by her three major broadcasting stations—WSAI, WLW and WKRC—Cincinnati provides a market for everything you make in radio. It is a big market—a steady, month-in-and-month-out market—and a rich market, too.



It is significant that, during the first six months of 1925, of all the Radio advertising in the four Cincinnati papers, The Enquirer carried 45%—the lion's share.



If you want to make your mark quickly and positively in this rich radio field, get started right! Use The Cincinnati Enquirer—the radio paper of this great radio city.



ENQUIRER
stays in the home"

RADIO

Oklahoma is 87% virgin territory for the Radio Manufacturer

Despite Oklahoma's isolation from the big amusement centers, the absence of local broadcasting stations and the ease with which coast to coast radio reception is possible with cheaper sets, Oklahoma is today practically an uncultivated radio field.

A survey recently completed shows that only 13% of Oklahoma families are radio owners, leaving a potential market of 87% or 450,000 families.

The fall and winter of 1925-26 will be big radio months in Oklahoma. Dealers already are feeling increased activity.

The Daily Oklahoman and Oklahoma City Times are making preparations to assist radio manufacturers who desire their share of Oklahoma's radio business.

Unusual Cooperation

Our Merchandising Department is prepared to render the following service to radio advertisers:

- 1.—Jobbing and dealer connections are made.
- 2.—Portfolios showing the manufacturers advertising copy will be merchandised to the jobbers and dealers.
- 3.—Tie-up advertising will be solicited from dealers.
- 4.—Our radio editor will be glad to use radio publicity of news value.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Oklahoma City

Represented by **E. KATZ SPECIAL ADVERTISING AGENCY**
New York Chicago Kansas City Atlanta San Francisco

And Now We're Promised Better Money

There Seems to Be a Basis for the Rumor That Changes Will Be Made in Our Currency

*Washington Bureau
of PRINTERS' INK*

THE great national movement for industrial simplification has reached our currency production. It finds the country with five kinds of paper money on its hands, when one or two would supply every need. With money, as with everything else, there is economic waste in the production of needless varieties, and a recent investigation by the Bureau of Efficiency shows that our monetary output has grown illogically and unscientifically, like a great many lines of manufactured products. Varieties of money have been added, from time to time, to our line of currency because of some special demand, then retained long after the need has ceased to exist.

Any attempt to simplify our currency is not only of intense interest to the public, but will affect, in some degree, the methods of every kind and size of business.

For several weeks, it has been rumored in Washington that the size of our currency denominations is to be reduced. For years, the Government has been making paper money for the Philippines one-third smaller than United States currency, and at considerably lower cost. It is reported that this size is giving complete satisfaction to the public, the banks and all business interests of the Philippine Islands, and a similar reduction in the size of our currency has attractive possibilities.

Our bills are about $3\frac{1}{8}$ " by $7\frac{3}{8}$ ". They would be reduced to approximately $2\frac{1}{8}$ " by 5". This would not only result in a much lower cost of production, but also in other economies; for the smaller bills, being subjected to less folding, would last much longer than those of present size.

Then, the reduction might stimulate business in various lines. The smaller bills could be enclosed

without folding in ordinary envelopes; hence, they could be sent through the mails with slight chance of detection and loss. This feature is interesting to contemplate.

From the viewpoint of the Government, there is another element that indicates a basis of truth for the rumor. A reduction in the size of our currency could be used to solve the problem of the public's prejudice in favor of the one and against the two-dollar bill. For many months, the Government has been trying to popularize the two-dollar bill, but without appreciable effect. For every 100 one-dollar bills in circulation there are but eight two-dollar bills. In Canada, the ratio is 100 to 36, and an equivalent in this country would bring about a saving of at least \$1,000,000 a year for printing alone, besides economies for business and the public.

Doubtless, this could be readily brought about by placing the new two-dollar bill in general circulation in advance of the other denominations. The novelty and convenience of the reduced size would make the issue popular. Its exclusive circulation for three or four months would tend promptly to overcome the prevailing prejudice against the two-dollar bill, and to break the public's habit of demanding the one-dollar denomination in preference.

But despite the many advantages of the smaller currency, it has been impossible to secure any official assurance that it is being planned. About six months ago, the Bureau of Efficiency employed William Atherton Du Puy to make a special investigation of our currency system. His survey has been about completed; but when he was interviewed he refused to discuss any proposed change in the size of our currency, saying that his work had nothing to do with that phase of the subject.

Advertising Made Keystone of a Political Campaign

Issues Nearest the Heart of Voters Emphasized in Nova Scotia Campaign Which Succeeded in Throwing Over Forty-three-Year-Old Administration

By Bernard A. Grimes

POLITICS is now in season. Throughout the country, State, county and municipal leaders are busy oiling and getting into smooth running order the machinery which from now until Election Day will be operated in intensive campaigns to influence public opinion in favor of the principles and promises which their respective parties have to offer.

There is probably no seasonal campaign conducted with such intensity and vigor as a political campaign. Except for special elections, party leaders get a chance to interest their followers and potential prospects in the political market but once a year—sometimes not so often. In business, industries with a seasonal appeal find it difficult to keep their selling machinery running smoothly after the slack that follows the boom period of an active market. But this emergency is easily provided for in politics. Through a well-planned organization, which merits the careful study of sales managers, a skeleton organization is kept functioning which keeps together the principles of strategic sub-divisions. These include county leaders, ward leaders, district captains and so on down the line. As an election draws near, this skeleton organization quickly swings into action under the guidance of party leaders and is ready to launch a heavy bombardment of sales propaganda in favor of its candidates.

Some parties are engaged in getting what, in the phraseology of marketing, would be called "repeat orders." The managers of such campaigns devote their energy to pointing out the services which have been rendered by the administration in power. Their competitors also take the administra-

tion's record as their theme and show where and how the party in power failed to deliver, as promised, and endeavor to convince the public that the program which they have to offer will prove more economical and advantageous than that of the other party.

The competition is usually very keen. It is especially so in New York City this season where a very bitter primary fight is in progress. The primary is very much in the nature of the trial campaign of a manufacturer who is testing out the drawing qualities of several forms of a new product which he thinks will find an acceptable market. The New York campaign is only starting but it is interesting to note that in its earliest stage advertising is already being used in newspapers to urge the continuance in office of the present mayor. More and more each year advertising is playing a prominent part in getting over to the electorate the merits of candidates.

Those engaged in planning the advertising for the coming elections undoubtedly will be interested in learning of a campaign which helped to remove an administration which had been in control for forty-three years.

This political contest was staged in Nova Scotia. Advertising had been used in previous campaigns but it was written largely from the editorial angle. The Conservative Party availed itself of advertising counsel and a complete campaign was prepared in which human interest appeal was the dominating theme. The copy was unique. It dramatized the issues of the campaign in a way which helped the electors to visualize these issues as they affected them personally.

The usual time-worn shibbo-

How will you meet these trends in radio?

Here are some suggestions:

1. Radio dealers are coming and going rapidly. A manufacturer must, therefore, have means of frequently delivering his sales message before every active retailer and wholesaler of radio, eliminating those who have dropped out and missing none who have just entered the industry.

"Radio Retailing" reaches every known legitimate radio dealer, jobber and manufacturer. Its circulation is the largest of any radio trade magazine—35,000 copies monthly. From among its readers, a radio manufacturer can select an adequate distribution organization of capable dealers and jobbers.

2. Over 60 per cent of America's population lives outside the big cities. The small-towns are now experiencing a genuine interest in radio. Therefore a radio manufacturer must find a way of reaching the small-town radio dealers as directly and

efficiently as the dealers in the big city.

"Radio Retailing" reaches and will continue to reach every known retailer of radio in the small community as well as the metropolis—both the little stores and the large ones in all trades.

3. The time has come when the "standing of the house" is getting to be a potent influence in radio sales. So a radio manufacturer must think about building a reputation by consistent advertising—to establish throughout the radio trade a confidence in his company that stands over and above mere confidence in his products of this season.

Publicity in "Radio Retailing" breeds confidence. "Radio Retailing" is acknowledged to be exerting the highest type of leadership in the radio industry. Its pages provide a market place in which reliable companies gather and present their wares—a place where reputations are made.

"Radio Retailing" will gladly assist radio manufacturers and their advertising agencies in the development of a distribution plan, the promotion of sales and the establishment of permanent trade prestige.

Radio Retailing

475 Tenth Avenue • New York City

A MCGRAW-HILL PUBLICATION

leths and abstractions were discarded in favor of a theme that was human, interesting and impelling to the people of Nova Scotia. It concerned conditions which were said to have long prevailed in the Province due to the indifference of the party, which had been in power, to matters of public interest. As a result, it was alleged, there had been a great exodus of Nova Scotians to other Provinces and to the United States. Every advertisement dealt dramatically with the plight of these Nova Scotians who have been forced into exile to earn a living. As there is hardly a family in the Province unaffected by this issue, the power of this appeal may be quickly realized.

Full-page newspaper advertisements were used. These were illustrated and carried the slogan "Vote Him Back Home." Every advertisement also carried under the slogan, in smaller type, the following two sentences: "Vote Against the Government That Drove Him into Exile" and "Vote for a Change That Will Give a Good Living for All Nova Scotians."

Shortly after the campaign had started Nova Scotians, who were living outside of the Province, began sending in letters expressing the hope that the Conservative Party would be elected so that conditions would improve and they could return home.

One of these letters which came from Philadelphia was reproduced in an advertisement. An illustration showed two men seated on a park bench. They looked very lonely and dejected. "Does Nova Scotia Want Me Back?" asked the caption. The text of the copy read:

The facsimile letter, reproduced above (letter, front and back of envelope exactly as received) is selected out of scores as typical of the attitude of exiled Nova Scotians toward the land of their birth, and the Government that forced them to give it up.

Close to 200,000 of them have left in the last forty-three years. Why? As they say themselves, "No Work." Members of your family, friends, neighbors are in the number and still others will follow them if the forty-three-year old Government is given another chance to

paralyze the progress of Nova Scotia.

Forget politics, think of Nova Scotia, remember the appeal of the exiles—"For a new and better government and better times. Then the boys will go back. That's the issue—act on it."

Facts were constantly given throughout the campaign to show the extent of the emigration from Nova Scotia. These were forcibly presented. For instance, the reader was told to call the roll of his church and clubs and note how many members were now in the States, sometimes running as high as one in five. It was stated that there were more Nova Scotians in Massachusetts, many times over, than there were in Halifax. Since the old Government had come into power, the Province has sunk from third to seventh place in the list of Provinces and Halifax has fallen from fourth to eleventh place among Canadian cities.

The campaign created a sensation. Not only did it rally the people of Nova Scotia behind the Conservative Party but it succeeded in bringing pressure to bear from members of families who were away from home. The candidates were swept into victory and the Conservatives unseated the opposition which had held sway so long.

Another important point of the campaign that should receive the careful consideration of campaign managers is the fact that the advertising was made to function in more than a supplementary way. It was made the dominating factor. At all political gatherings the theme of the advertising was made the subject of the speakers' addresses.

The Nova Scotian campaign gave little space to personalities. The names of candidates were mentioned from time to time, most often in separate advertisements. It was believed if the voters could be made to rally around an issue, the election of those pledged to see this issue through would be the logical consequence. Conditions differ in various communities but there is a valuable lesson for political advertising managers in the results of the Nova Scotia campaign.

IT'S pretty hard to fool Chicago advertisers on the local newspaper situation.

They are on the ground floor.

Local display advertisers of Chicago gave the Evening American an increase of 248,765 lines during the first seven months of 1925.

They gave the other large evening paper 15,343 lines LESS during the first seven months of 1925 as against the same period of 1924.

Significant?

CHICAGO  AMERICAN

A good newspaper

*Largest Evening Circulation in
Chicago and Third in America*

"BILL" JOHNSON

The Business Trend to the Farmer . . .

—and "Bill" Johnson *knows*, for he has spent the better part of his life *interviewing* farmers and interpreting them to themselves and to the rest of humanity.

He is an outstanding authority on farming as a *business*. He knows how to make farming *pay*. And he has his eye on every industrial factor affecting farm income.

Alert advertisers will welcome the above quotation from some remarks recently made by Mr. Johnson, not only as a prophecy of greater national prosperity

—but as just another reason for putting more sales-effort against the farm market

—by telling their story to more than a million farm families in their favorite farm paper.

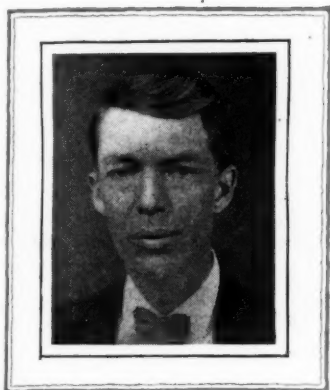


Farm

with which has been consolidated FARM AND HOME

N
d

SAYS— is More Favorable



WILLIAM JOHNSON, noted agricultural economist and writer on farm topics, is the most recent acquisition to Farm Life's editorial staff. A man of quaint personality, with a gauntness of figure and a straight forwardness of mind reminiscent of Abraham Lincoln, "Bill" Johnson is one of the best loved writers known to farmers. Our acquisition of Mr. Johnson is another reason for Farm Life's subscribers to *like* the paper.

Life

James M. Riddle Co., Special Representatives,
Chicago, New York, Cleveland,
Kansas City, San Francisco, Atlanta



—about a million and a quarter



\$21,679,703.28
for FOOD

Journal-Post readers spend
over 21 million dollars for
food each year.*

In Greater Kansas City alone
Journal-Post readers spend
\$10,683,389.76
for FOOD
each year

Advertising of your food products in the Journal-
Post will, through our merchandising cooperation,
insure you a satisfactory part on the big annual
expenditure.

* From statistics by Department of Labor, 1924, and census estimate of 4.5 persons
per family in Greater Kansas City.

Kansas City Journal-Post

VERREE & CONKLIN, Inc.

New York

Chicago

Kansas City

Detroit

San Francisco

Take a Tip from the Rover Boys

The Rover Boys Series May Not Be Great Literature But It Offers at Least One Big Suggestion to the Writer of Booklets

By Don Gridley

"Hurrah, boys, the lake is frozen over! We'll be sure to have good skating tomorrow afternoon!"

"That's fine news, Tom," came from Sam Rover. "I've been fairly aching for a skate, since that cold snap of two weeks ago."

"We'll have to start up some skating matches if good skating really does turn up," put in Dick Rover, who had just joined his two brothers in the gymnasium attached to Putnam Hall. "Don't you remember those matches we had last year?"

(Opening paragraphs of Chapter I, "The Rover Boys in the Mountains," by Arthur M. Winfield.)

TO you, whose tastes may lean rather toward Galsworthy, Lewis or Conrad, this may not sound like very fine literature. But pass it along to any eleven- or twelve-year-old boy and watch him eat it up. There are twenty-eight Rover Boys books and over 3,000,000 of them have been sold. They may not be literature—but they certainly are good juvenile reading.

However, this is not intended to be a story about the Rover Boys books—but about a selling tip that the booklet copy writer can get from Mr. Stratemeyer, who is the man behind the pen name of Arthur M. Winfield.

If you will buy several of the twenty-eight Rover Boys books—or borrow some from the library of your son or your nephew or the kid next door—you'll find that most of them get off to a real "I, you and us" start on page one. Look over any of the series that appeal to boys, the Motor Boys, the Moving Picture Boys, the Radio Boys, and the rest of them, and you'll find that they all have that one thing in common. They get interest on the first page and they do it by quotations.

It is unnecessary to talk about getting a big hook in the first paragraph of an advertisement or of a booklet. Such advice has become one of the maxims of advertising. What should interest

the writer of a booklet, however, is the "I, you and us" angle, the homely personal narrative as opposed to the ordinary descriptive passages with which so many books open.

Take, as an example, a booklet, "The House That Jack Fixed," issued by the Goodell-Pratt Company, toolsmiths, of Greenfield, Mass. It is written to advertise some twenty-six different tools and a tool chest made by the company. It commences:

The Merritts had recently bought a house. It was a pretty good house, as houses go, but it showed signs of having been lived in not wisely, but too well. If it had been an automobile it would have rattled.

There was nothing essentially wrong with the house—it had just loosened up. Locks and hinges were loose. Lighting fixtures were loose. Clothes hooks were loose. Curtain fixtures, window fastenings, moldings, a floor board here and there, shelves, door knobs—all were loose. That's why the Merritts had bought it for \$2,000 less than it cost to build.

As the real estate man had said reassuringly to Merritt, "There are a lot of little things out of order, but it will be a pleasure for you to repair them yourself. A man likes to fix things up around a house he owns."

The rest of the booklet tells how the Merritts met the Greens. Green was a real handy man around the house. He showed Merritt his Goodell-Pratt tools, explaining each one and telling its cost. Of course, Merritt bought the tools, won over by Green's arguments—which are the company's arguments.

Here's another Rover Boys booklet beginning:

Tom Mason dashed from the suburban train after a smooth day at his comfortably equipped office, and scarcely waited to give his good evening kiss to Geraldine before telling his plan for the evening.

"Hello, darling!" he cried as he ran up the garden path and greeted her. "We have a party on for tonight, some of the boys and their wives are going to meet at Alice's and—"

"Oh, Tom, dear," complained GERAL-

dine, "how could you make a date for Monday night when I'm so tired?"

There's the makings of a plot, a drama of the swift suburbs or, which it happens to be, a story that carries the sales argument for the New York Edison Company. The story is simple enough. Tom finds that Geraldine's life is not all roses—in fact, it's quite a struggle, sometimes, because she is working with inadequate equipment in the home. Eventually, they get together and prepare a list of the electric household helps that are needed to turn their house into a well-equipped home. Incidentally, the reader is eased gently into a good sales story on New York Edison equipment and service.

Take just one more example, this from a booklet, "Sleep Your Cares Away," issued by the Nachman Springfilled Company, Chicago, maker of Nachman Spring Units:

"How old do you suppose Grace Allanby is?" inquired the girl-with-the-pug nose of the little group on the club verandah.

"Well, far be it from me to spill domestic secrets, but she was at Wellesley with mother and that means . . ."

began the girl-with-the-Southern-drawl. "Oh, let's not be catty," remonstrated the girl-who-hadn't-bobbed-her-hair. Mrs. Allanby's a darling."

There was a chorus of approval from the others.

A real Rovers Boys beginning. The point of this story is that Mrs. Allanby has retained her youth because she knew how to sleep—meaning that she not only slept soundly but comfortably on Nachman springs.

Now these three little yarns may seem trifling and perhaps a little far-fetched. Maybe they are. That doesn't interfere with their advertising value, however. Probably, if all advertising prospects were Conrad fans or devotees to the art of Ezra Pound, such booklet copy would die before it ever crossed the footlights. But prospects are, as has been pointed out on several occasions, the ordinary everyday people who sit beside you in the theatre as you watch "Abie's Irish Rose" and who find

a lot of enjoyment in Harold Bell Wright as well as in "The Forsyte Saga." They are interested in plain, everyday stories, the movies notwithstanding.

It was some years ago that the mail-order advertisers discovered that the "I, you and us" angle was a profitable one. Take the Women's Institute campaign, to mention only one instance of this kind of advertising. The Cinderella motif was played on all the pipes, but it got the kind of applause that counts—inquiries. You can probably think up a dozen or so similar campaigns without going to the periodical files.

It is surprising, that more writers of booklet copy haven't discovered this—that a homely, everyday narrative, written about the kind of people that Sinclair Lewis laughs at and David Grayson loves, can be turned into good advertising. There must be something about the task of writing a booklet that frightens the writer away from this kind of copy.

Three booklets from the National Lead Company use the personal narrative motif to build an interesting advertising story. In one of them, Green meets Gray on the 5.15. They get to talking about White, who put off painting because he thought it cost too much. Of course, White found out eventually that it cost him more not to paint his house than it would have if he had painted it when the house first needed refurbishing. In another booklet, Henry Smith tells his friend, Bert Brown, of an experience that parallels that of White. The third booklet is the story of the dream house of Bob and Virginia, who put off painting their house for the second time until they were forced to paint by a series of adverse circumstances.

A folder issued by the Oak Flooring Advertising Bureau begins:

"Now then, my dear young rising lumber dealer," said Aunt "Jack" Peters the other day to her nephew, Charlie. "how much is an oak floor? Look me right in the eye."

Aunt "Jack" is set for bad



Department Stores Prefer The Detroit News

*Two-Thirds of All Department Store
Advertising Is Placed in The Detroit News*

The uniquely thorough coverage of America's **FOURTH CITY** by one paper is well illustrated in the preference shown The Detroit News by the department stores. During the first six months of 1925, The News carried 3,206,924 lines of this advertising, or 65.91% of the total.

The News printed substantially more Department Store advertising than all other Detroit newspapers combined and showed considerable increase over the same period of a year ago.

When one considers the accuracy with which Department Stores are able to gauge results, the leadership of The Detroit News in this classification is significant of its ability to cover its great market thoroughly and alone. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Day or Sunday In Michigan.

news and when Charlie tells her the floor she wants will cost only \$21 she is more than surprised. It is this way that the Oak Flooring Advertising Bureau gets over the idea that oak flooring is not expensive, even though it may be quoted at around \$80 or \$90 a thousand—because a thousand feet of lumber is a lot of lumber, while a small room uses lumber by the hundreds of feet, not thousands.

Insurance companies know how to get the human interest, Rover Boys slant in their booklets. The Imperial Life Assurance Company of Canada has been unusually successful with such booklets. Two of them, "Barlow Drops In" and "Miss Raymond Receives," although issued several years ago, stand the test of time. In the first, Barlow merely has a pleasant chat with a friend. During the chat he explains his life-insurance plans. In the second, Miss Raymond tells a friend how endowment insurance has made it possible for her to look forward to middle age with security.

Aetna has issued two effective folders, neither containing over a few hundred words of copy, but both effective from the "I, you and us" angle. One of them tells simply, in the words of a father, how a son has been taken care of against any emergency by insurance. The other is a poignant little description of a letter received from the family lawyer by a girl whose father has just died. In the letter, written when the girl was sixteen, the father tells how he has taken insurance as a protection for his daughter.

Finally, look at a folder issued by the manufacturers of Shur-on glasses. It is the story of old John Macy, a retired skipper, who was spending the last days of his life puttering around the shipyard. But finally the word went out among his cronies that old John was getting uppish. He passed people by without speaking, not once, but habitually. His wife heard about this and knew the trouble. She made old John get his eyes examined. Then came the day when he got his glasses.

"Martha," he cried, "I can see way down the Sound—clear as I used to!"

This human-interest stuff may be foolish, but if it's done well it is pretty nearly sure-fire. In almost every field of advertising, copy writers have learned that lesson well. But when it comes to booklets they seem to have forgotten it—with a few outstanding exceptions. These exceptions have proved, not the rule, but the fact that a good narrative, which gets off to the right kind of a start can be made to tell the sales story in an unusual manner and, oftentimes, unusually well.

You probably have lost your taste for the Rover Boys. But even at that it might pay to look over the adventures of these super-youths from Putnam Hall. They've got a real tip for the writer of booklets.

L. M. Zimmer, Sales Manager, Linde Air Products

L. M. Zimmer, who has been assistant general sales manager of The Linde Air Products Company, New York, a subsidiary of the Union Carbide and Carbon Corporation, has been made general sales manager. He succeeds L. M. Moyer, who has resigned as vice-president and general sales manager.

Tooth Brush Account for Cutajar & Provost

The Sani-Fold Company, Arlington, N. J., tooth brush manufacturer, will use newspapers and professional publications in a campaign now being planned. Cutajar & Provost, Inc., advertising agency, New York, will direct this advertising.

Grocery Manufacturers' Convention Dates Changed

The American Grocery Specialty Manufacturers' Association will hold its convention at the Mayflower Hotel, Washington, D. C., from December 9 to 11. This is a postponement from the date previously announced.

Joseph Quire Leaves Sacramento

Joseph Quire, who conducted the Quire Advertising Service, Sacramento, Calif., has gone to San Francisco, where he will have charge of publicity of Hale Brothers' department store.

No Need to Wander Far Afield!

MUCH as we might like to consider it as such, New Jersey isn't New York City, neither is Westchester, nor Long Island, nor Connecticut.

And that is why we emphasize the fact that the advertiser cannot cover greater New York, and cover it even perfunctorily, unless he uses THE WORLD.

In the five boroughs of Greater New York are about 1,000,000 English-speaking homes. THE WORLD goes into 289,251 of them. The Times goes into 215,800 of them, or 73,451 less than THE WORLD. The Herald Tribune goes into 144,869 of them, or 144,382 less than THE WORLD.

A simple matter of arithmetic establishes THE WORLD as supreme in its city concentration. Since it is in the city proper where you will inevitably make your largest sales, without sharing your business with local merchants, every cent's worth of circulation you buy outside of the city is a "flyer," a highly speculative venture in space-buying.

The fact that this city supremacy is maintained at 3 cents per copy is just added proof of the domination of



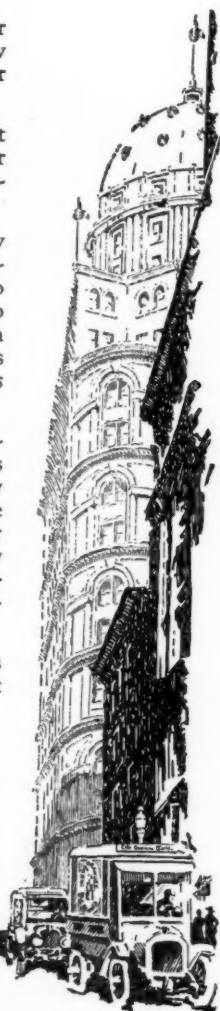
The Three-Cent Quality Medium
of America's Greatest Market

PULITZER BUILDING :: :: NEW YORK

TRIBUNE TOWER CHICAGO GENERAL MOTORS BUILDING DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

TERMINAL SALES BUILDING SEATTLE CHANCERY BUILDING SAN FRANCISCO



The TRUE C



41,043 more circulation in the territory shown on that map than any other Cleveland morning or evening daily newspaper.

The Cleveland

**FIRST
IN
CLEVELAND!**

NATIONAL REPRESENTATIVE
250 Park Ave., New York City
CLEVELAND, CINCINNATI, SAN FRANCISCO

E Cleveland Market

—The Cleveland Bell Telephone Co. Defines It!

It may look like connivance to some, but a map on the front cover of the Cleveland Telephone Directory coincides exactly with that territory which we have always contended is the "True Cleveland Market." It details the cities and towns in northern Ohio that the Cleveland business man can call by giving his local operator the number wanted.

This is the district in which the telephone company has found that the Cleveland business man does business—and has adjusted its facilities to meet that demand. This is the area over which Cleveland really has influence.

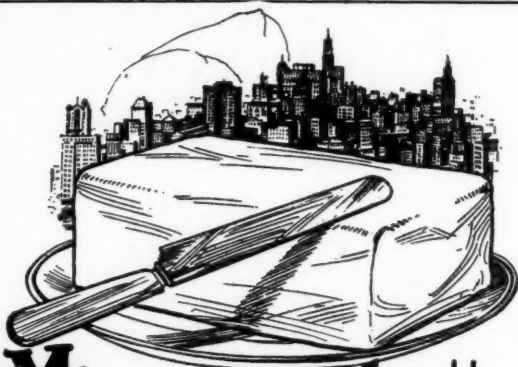
This is your True Cleveland Market. Akron isn't in it, Toledo isn't in it, Ashtabula isn't in it. When you want to talk to people in those cities go there and use the 'phones or the newspapers. It's less expensive. When you want to talk to "True Cleveland Market" people, use the Cleveland Bell Telephone Company—or The Press.

The largest daily circulation in Cleveland or Ohio is for sale at the lowest rate per M.

Cleveland Press

TATIVE ALLIED NEWSPAPERS, INC.,
ity 410 N. Michigan Blvd., Chicago
SAN FRANCISCO, SEATTLE, LOS ANGELES

A
SCRIPPS-HOWARD
NEWSPAPER



Minnesota butters New York's Bread

Every family in New York City could live a year on the butter produced in Minnesota in 1924. The entire nation could be kept in butter for more than three weeks.

Minnesota's 1924 butter sales in four markets were more than 178 million pounds—60 million pounds more than any other state. This is 11 million pounds more than in 1923 and 25 million pounds more than in 1922. North and South Dakota also made big gains in butter production.

Dairying is one more evidence of the balanced agriculture that makes the Northwest an increasingly important market. The only weekly farm paper in the Northwest is

THE FARMER
Wells Publishing Co., Saint Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
 307 No. Michigan Ave.,
 Chicago, Ill.



Wallace C. Richardson, Inc.,
 250 Park Avenue,
 New York

E. S. Townsend,
 547 Howard St.
 San Francisco, Calif.

Member Standard Farm Paper Unit

The Rising Tide of Direct Selling

House to House Salesmen Have Seized Control by Refusing to Wait for the Buyer to Take the Initiative

By D. M. Hubbard

FOR some reason which is not easy to understand, those retailers who have been hardest hit by the rapid rise of direct selling have elected to fight a defensive battle. The efficient dealer can make out a good case for himself. It lies within his ability to meet the house-to-house salesman on his own ground by getting outside his store and selling to the consumer in the latter's home. If it happens that he lacks the backing of national advertising enjoyed by the house-to-house man, it is none the less true that he is known in his community, a point which gives him a big advantage.

Has the average retailer, harassed by this so-called "pedler" competition, done anything to better himself? Has the manufacturer, who relies on him so completely, done anything for him? Except in a few rare cases the retailers as a whole have acted something like very young school children. They take the position that they have been grievously wronged and they apparently believe that mud-slinging is their best means of repairing the damage done them. Almost nowhere is there any tendency apparent to challenge the house-to-house salesman and beat him at his own game.

So the retailer begs the question of relative merits and puts his faith in campaigns of local legislation and wholesale attempts to brand all direct-selling competition as unfair, unethical and uneconomic. Of course, the Supreme Court has pulled the teeth of the local ordinances now. And the futility of throwing mud seems to be demonstrating itself as it must. What the retailer who is worried by this direct-to-the-consumer competition needs to do is to come out of his shell of smugness. And he needs help

from the wholesale house and the manufacturer from whom he buys.

A few leaders are trying to help the retailer do some sound thinking about the problem.

"If merchants would sell all the merchandise that they can sell, there wouldn't be any room left for the pedler," says Lew Hahn, managing director of the National Retail Dry Goods Association. "House-to-house pedlers are better salesmen than the people in the store. A woman can go into a retail store, buy a pair of hose and go out. But the man at the door will show the customer combinations of colors and shades and sell her a whole box at a time. He is alive and on the jump. Merchants leave too much freedom to their buyers to get inferior merchandise and then frame it up with the advertising manager to put on a sale that will hit the competing retailer hard. Every time that a retailer allows this, he destroys the good-will of his business.

CANVASSERS ARE ON THE JOB

"Buyers will go into the market and purchase lines to bring back to the store. But what do they ever do to instruct or enthuse the sales force on these lines? The man or woman who sells over the counter doesn't know what quality it was that recommended itself to the buyer of these lines. The sales people in too many cases haven't adequate backgrounds to sell their goods properly. The itinerant salesman knows his lines. He's sold on them and he's on the job all the time."

A few days ago J. R. Ozanne, advertising manager of Carson Pirie Scott, Wholesale, Chicago, gave several hundred members of the Interstate Merchants Council some good advice at their semi-

annual meeting in Chicago. He summarized the retail dealer's primary weakness when he told them that it is "the lack of actual information and enthusiasm in the stores that gives the go-getter canvasser his opening on the front porch." The answer to house-to-house competition, Mr. Ozanne believes, lies right with the retailer, his salespeople and his entire organization. He needs to take the time necessary to ground them in the facts so that they will be full of interesting information about the merchandise they work with. He needs to back them with good displays and strong advertising so that his whole store from delivery boy to manager will get the enthusiasm to sell.

"When you say in the newspapers, 'Beware the Pedler,' you help the pedler and hurt yourself," said Mr. Ozanne to the Interstate Merchants Council. "Every knock is a boost. The pedler pastes that advertisement in his hat and suggests to his prospects on the front porch that all this fuss wouldn't be made if he, the pedler, didn't have something good. Get your share of business by merchandising. Feature certain strong values which undersell the house-to-house numbers. Give these a name. Pound them constantly in the newspapers, in letter, in windows and in the department. Never let go of them.

"Talk value, style, great variety of colors. Play up the guarantee forcibly. Use the phrase 'Money Back without Conversation.' Teach your salesgirls to sell. Give them a real ground work of facts. Make a stocking or a sweater so interesting to them and so full of good things to talk about that you will get their enthusiasm. Put the entire personnel of the store at work on departmental events in hosiery or in some other line that is being heavily canvassed in your city. Change the displays in the department often. Don't let the place look the same too long. Feature the 'new' in your displays. Establish a reputation for having the new things first.

"Emphasize the suggestion of

buying in threes, sixes and dozens. Make inducements to quantity buyers. Grasp every chance for free rides for your hosiery advertising—postscripts on letters, inserts with packages, enclosures with statements, short sentences printed on merchandise bags and even wrapping paper. Don't overlook the telephone as a means of getting business. One girl can make a surprising number of calls in a day. Buy pedler goods and compare them with your own before the salesgirls. Do this often. Know your competition."

HARD NAMES WON'T HELP

The failure of manufacturers and wholesalers to set dealers right by such straight talk as this has been costly to everyone but the direct selling house. No good comes from belittling competition which is real. Nor does calling harsh names accomplish anything worth while. One advertiser in a publication which goes to retail clothing merchants takes space to reminisce that "Looking back over my many years of co-operation with retail stores from coast to coast in making their business bigger, better and ever-increasing, I consider these pedlers, canvassers, bell-ringers or whatever you may call them the worst scourge the retail merchant has ever had to face."

Business-paper space is too costly to be utilized for non-helpful comment of that sort. It would seem that manufacturers and any others who buy it should know by this time that money spent to disseminate scurrilous remarks is worse than thrown away. Isn't it better economy and sounder building tactics to employ this space in showing how to offset house-to-house competition? If the retailer is underdone as a salesman, what better use for business papers than to arouse his interest in the means to better himself that some manufacturer has provided? If manufacturers can devise correspondence courses to instruct retailers and clerks in the best ways of selling their products, as some have, why not advertise

The "Show Down" on Dollar Day

**New Orleans merchants again use Times-Picayune space for bulk of advertising—
Record-breaking sales result.**

New Orleans' Dollar Day, 1925, has come and gone. The event was an unqualified success. Stores in the central retail district were thronged with busy buyers from opening time until closing. Four Canal Street stores were forced to close their doors for periods during the day so they could give service to the crowds of shoppers within. One old-time resident said it was the first time in history any Canal Street department store had been forced to close its doors because of the pressure of buyers.

It was a day of friendly rivalry among the merchants in value-giving. It was also in a sense a "show down" among local newspapers. All four papers had participated in a race for one-issue advertising, because it was certain that the success of Dollar Day would depend in large measure upon the adequate use of newspaper space by the merchants.

As in previous years the merchants showed an overwhelming preference for this newspaper. The Times-Picayune had 61 "Dollar Day" advertisers—which was close to three times as many as the second paper had, and nine more than the number represented in the second, third and fourth papers combined. The second paper had 22 Dollar Day advertisers. The Times-Picayune printed 41,537 agate lines of Dollar Day advertising, which was approximately twice as great as the lineage in the second paper, and almost 7,000 lines more than was contained in the third and fourth papers combined. Of the 73 individual advertisers all but 12 used space in the Times-Picayune—and 33 of the number used The Times-Picayune exclusively.

DOLLAR DAY ADVERTISING

	The Times-Picayune	States	Item	Tribune
Number Advertisers	61	22	15	15
Number Agate Lines	41,537	21,873	16,070	18,771

Note: Each paper solicited Dollar Day advertising for one issue only, in order not to disturb normal volume of shopping on days preceding.

The Times-Picayune
FIRST FOR THE SOUTH

those facts? If someone can construct a means whereby the retailer can adapt some of the house-to-house man's tactics, why not tell retailers about it in the mediums they read instead of letting them continue to believe that there is something inherently unfair about direct selling?

The direct-selling concerns that have been most successful are not backward in selling the public a new confidence in their men and their merchandise. Through the most reputable publications they have told their markets repeatedly that their salesmen are gentlemen, trained to serve and that they are bonded. They have pointed out the advantages that their method of selling offers and sold the belief that their merchandise is all that they claim for it. Not much mud in the national advertising of the direct-to-the-consumer houses. It has more important jobs to perform.

So far the retailer has been more scared than actually hurt. That he has lost sales is undeniable, but he has apparently thought that the direct-selling houses really threatened to drive him out of business. Years ago he felt the same way about the mail-order houses and the chain-store systems. The fact of the matter, and it is generally recognized, is that the mail-order houses and chain stores made real merchants out of a great many mediocre dealers. The competition from house-to-house salesmen will result in still more improvement in retailing once the hysteria in retail circles dies down and manufacturers step forward with the help that no one is better situated to offer.

Some current surveys arrive at the conclusion that the tide of direct selling is falling instead of rising and that the crisis for the retailer has come and will now disappear rapidly. As a basis for this view it is pointed out that it is becoming increasingly hard to sell successfully from house to house. That observation may be true for some branches of direct selling, but it is not true insofar as it pre-

sumes to reflect the actual conditions with many others. This year's sales records of the most important concerns selling direct when compared with the records of preceding years refute it in the most convincing manner. Where it is proving harder for the house-to-house man to sell than formerly, that condition may be explained by the increasing numbers of concerns entering the field and the consequently larger number of men calling on housewives.

Some manufacturers attracted to the direct-to-the-consumer field by the profits of the pioneers are equipped to remain in this business on a permanent and profitable basis. Others have no true conception of what is involved in the way of manufacturing facilities and a distributing organization.

Many of the newcomers have the mistaken idea that the source of success and profits lies in the plan itself, of selling direct rather than in the operation of a business which has linked production and distribution together so that both are controlled from the same headquarters, says W. C. Kobin, general manager of the Real Silk Hosiery Mills. It is Mr. Kobin's idea that much more than a plan for selling direct to the consumer is necessary to realize any permanent success. He has pointed out to PRINTERS' INK that it is essential first of all to be able to manufacture a product of real quality economically and on a big scale. If he cannot guarantee his product, he will not get far. Repeat business will not come to him unless he can deliver the product whenever it is wanted and unless it gives the uniform service that is promised. The house-to-house salesman will fall down quickly unless he has a plant back of him that makes good his claims. Then, Mr. Kobin points out, comes the matter of organized manpower to make the selling plan work.

"I certainly would hesitate about entering this business," A. F. Huebner, president of the Wear-plus Company, Bay City, Mich., told the writer, "on the principal belief that it was becoming more

First in the hearts of its sport-loving readers

Baseball and track news by former college stars; stories of boxing, golf, tennis and rowing by discerning writers who know, and can interpret, every phase of their subject.

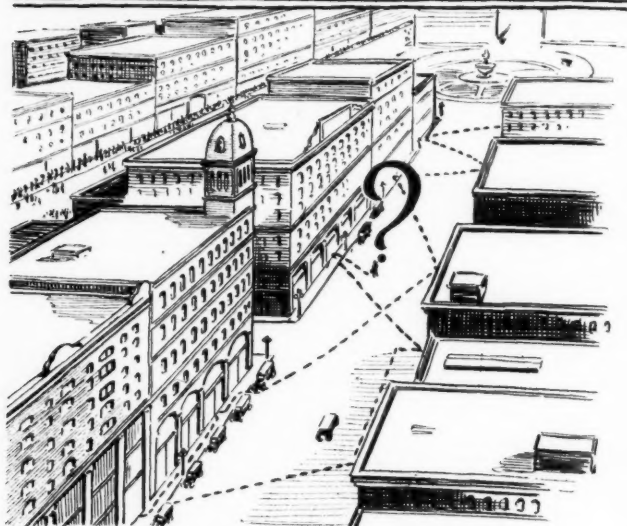
These are typical of the thoroughness with which the *Herald-Traveler* serves the sports interests of sport-loving Boston. They are an example of the *Herald-Traveler's* exceptional news service in all departments—a service that makes this paper indispensable to the quarter-million families who read it.

Year in and year out, the *Herald-Traveler* completely satisfies a vast group of Boston's divided population that no other newspaper even attempts to cover. Write us on your business stationery for "Business Boston," an instructive booklet that should be read by every advertiser who intends coming to this rich market.

BOSTON HERALD-TRAVELER



The Salesman Who Stuck to One Street



It was a prosperous town, all right. It appeared that the parking space must be for Limousines Only. The salesman's sample-case was full of the Right Sort of Things. He had an engaging manner and there was no vibration in his selling talk. It looked like everything should have been

his. He walked Main Street up and down and stopped where it looked good. But the point on his pencil was still sharp.

If he had only turned the corners and given the other streets a chance he could have filled his book in a hurry.



"Sell it South

All the stores aren't on one street. One kind of advertising doesn't reach all buyers. You can't cover the South through magazines alone. Not only do magazines fail to reach many classes, but magazine circulations are more scattered in the South than in other sections. In ten great Southern States, the greatest magazine has a circulation equal to only about 1% of the total population. For, in the South it's news-

papers. They are an institution, the forum and marketplace of this vast and prosperous section. Read thoroughly and intelligently—and newspaper advertisers prosper mightily.

For detailed information on the possibilities of the South as a market, write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee, or to any of the newspapers listed below.

These Newspapers Reach Every Corner of the South

ALABAMA

Annonis Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile News-Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News

FLORIDA

Deland News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami News
Orlando Reporter-Star
Orlando Sentinel
Palm Beach News
Sanford Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News

Thomasville Times-Enterprise
Waycross Journal-Herald

KENTUCKY

L'aducash Sun

LOUISIANA

Baton Rouge State-Times
Lafayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States
New Orleans Item-Tribune
New Orleans Times-Picayune
Shreveport Times

MISSISSIPPI

Greenwood Commonwealth
Gulfport & Biloxi Herald

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greenboro News
Henderson Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Sallisbury Post
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Charleston News & Courier
Columbia Record
Columbia State
Rock Hill Herald
Spartanburg Sun
Sumter Item

TENNESSEE

Chattanooga News
Chattanooga Times
Clarksville Leaf-Chronicle
Columbia Herald
Knoxville Sentinel
Greenville Democrat Sun
Knoxville Journal
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA

Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star

VIRGINIA-TENNESSEE

Bristol Herald Courier
Bristol News

Through Newspapers"

popular and was to be a favored method of selling, because I do not believe there is anything worth while in an opinion of this kind. I do believe, however, that certain groups will advance and build properties that will eventually have the good-will and prestige of such concerns as Marshall Field in the retail field and Sears Roebuck in the mail-order business. Every day the natural economic safeguards are taking their toll among those houses in the retail, mail-order and direct-to-the-consumer fields that are not rendering a service and giving the customer the value he expects when purchasing."

When there is no spontaneity to buying, when customers will not come into stores of their own free will and buy, the way to move merchandise is to take it to the consumer. That is no empty theory or vague guess. It is an accomplished fact proved by men big enough to see that advertising and organized manpower could sweep away the disrepute clinging to a method of distribution, that had nearly disappeared. Sales volume today concentrates with those who organize to control selling at the point of final contact with the customer. Under the plan of selling through the retailer a manufacturer controls this selling only through his advertising which is too frequently negated by the incompetency of the average retail clerk. Thus it happened that direct selling was seized on by a few manufacturers. When manufacturers who still sell through the retailer teach him to begin to control sales better they will have less time to worry about the sales that house-to-house men are taking away from them.

Those who are tempted to jump into the field of direct selling need to appreciate one thing, at least. That is the fallacy of thinking that it is easy money. The selling plan or method in itself is no touchstone to success and long profits. A good many individuals whose credulity is greater than their common sense are finding that out today—at a stiff price. On

the other hand the manufacturer who depends on the retailer's clerk can do much more than sit back and complain of the clerk's lack of selling punch. If he wants more sales through the retailer, let him lend a hand in lifting the retailer to a higher merchandising plane. When he begins to control his selling with his own national advertising he has made a start. When he begins to organize the retail store and teach the retailer to go out after business, he is beginning to control sales in somewhat the same degree as the manufacturer who sells direct.

Waiting for the buyer today to take the initiative and buy is a losing game. It keeps sales volumes from realizing their full potential of growth. Every manufacturer knows that and retailers are rapidly discovering it. What the average retailer does not know is what to do about it all. That is where the manufacturer who believes in the retailer can well afford to step down from his pedestal and help.

There is no more reason for assuming that the peak of direct selling has been reached and that from now on it is on the downhill path than there is for believing that the mail-order houses and chain-store systems are headed for insolvency. The manufacturer who leads his dealers into thinking that their competition from house-to-house salesmen is waning does them an injustice. However, there is one thing that he can well afford to drive home to them. That is simply that where the retailer fails to raise his standards of salesmanship and sales promotion the house-to-house salesman will ride rough-shod over him. The sales volume that might be his will concentrate with the house-to-house salesman who today is equipped to grab control at the point of contact with the consumer. Some manufacturers will exercise that same control by selling direct. Some of them will stick to the dealer and develop him. And some will sit back and wait until new names go up over their doors.

The PROGRESSIVE GROCER

The National Magazine of the Grocery Trade

**Del Monte Fruits—Nucoa
Gold Medal Flour—Sapolio
Canada Dry Ginger Ale
Cliquot Club Ginger Ale
Welch's Grape Juice
Maxwell House Coffee
Bon Ami—Jell-O**

—these are among the famous products that have recently started to advertise to 50,000 good grocers and jobbers through THE PROGRESSIVE GROCER. The growing list of advertisers also includes—

Beach-Nut Products
Borden's Milk
Anglo Corned Beef
Phenix Cheese
Gorton's Sea Foods
White House Coffee
Corney Rice
Skinner's Macaroni
Brookshire Cheese
Morton's Salt
Junior
Kraft Cheese
India Tea
Libby's Milk
Domino Sugar
Royal Baking Powder
Cook's Canned Meat
Products
H. P. Sauce
Swans Down Flour
Premier Salad Dressing
Old Manse Syrup
Checkers
Octagon Soaps

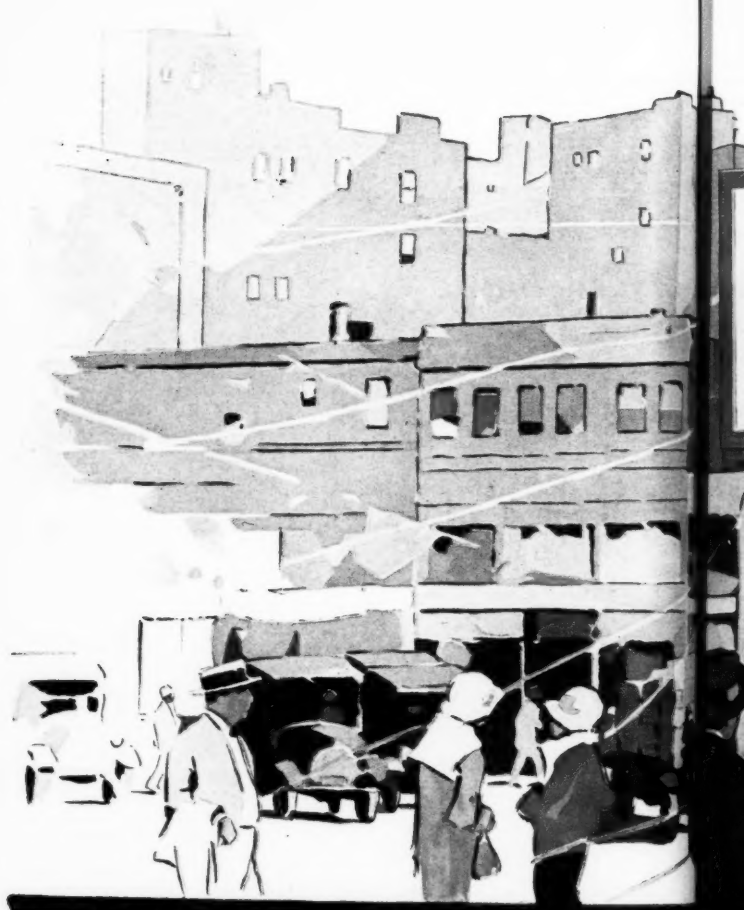
Vegex
Reed's Butter Scotch
Parties
Temor Products
Tanglefoot Fly Spray
Bowser Tanks
McCankey Registers
No-Germ Display Stands
Husmann Refrigerators
Campfire Marshmallows
Baker Ice Machines
International Trucks
Ford Trucks
McCray Refrigerators
Union Display Racks
Burroughs Adding
Machines
Little Buster Popcorn
Sundstrand Adding
Machines
G. Washington Coffee
Theco Refrigerators
Fairbanks Scales

Dayton Display Fixtures
Union Display Baskets
Bulman Paper Cutters
Spratt's Dog Biscuits
Nashua Package Sealers
Airtite Refrigerator Caskets
Westpine Boxes
Graham Bros. Trucks
Hubbard Folding Delivery
Boxes
Panco Sales
Ball Fruit Jars
Lipman Refrigerators
Lowell Sprayers
Champion Lamps
Sealright Paper Containers
Toledo Scales
Selmore Fruit Stands
Nu-Shine Shoe Polish
Gruendler Refrigerators
Blue Streak Can Openers
Silver Lake Clothesline
Indianapolis Gloves.

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

912 Broadway, New York



THE VALUE OF A

¶ First, the basic idea—sound, original and convincing. These posters are then developed into a series of posters rich in variety of color and design. The Blackstone Cigar series is one of the outstanding examples of this. The posters have been reflected in a continuous stream of enthusiastic comment.

550 West 57th Street
New York City

General Out Adver

Branch 52 cities



VALUE OF AN IDEA

convincing. Then the *different* methods of developing this idea
and demand absolute in continuity of belief-building suggestion.
outstanding poster successes of the year, and its effectiveness has
enthusiastic comments from salesmen, dealers, jobbers and smokers.

General Outdoor Advertising Co.

Harrison & Loomis Sts.
Chicago, Illinois

Branches in 52 cities

The High Cost of Education

To promote higher standards of living in connection with all modern home conveniences

to educate the consumer that high first costs for quality products entering into the home means true economy

—represents a large part of the manufacturer's cost of selling.

The audience reached by the magazines comprising The Class Group

is thoroughly educated to this point of view,

is responsive to the appeal of better things,

has the means with which to buy.

Tell the story of the beauty and quality of your product through COLOR PAGES or AQUATONE PROCESS INSERTS in

THE CLASS GROUP

covering Better Homes—Inside and Out
comprising

HOUSE BEAUTIFUL	COUNTRY LIFE
ARTS & DECORATION	ARCHITECTURE
GARDEN MAGAZINE & HOME BUILDER	

Palmer McWilliam Inc.

565 Fifth Avenue

New York

Boston Office, 194 Boylston Street
Travers D. Carman, Mgr.

Western Representative, Fred H. Ralston Co.
17th Floor Tribune Tower, Chicago

Lawson's Will Leaves Legacies to Employees

MANY employees who have long been associated with *The Daily News*, Chicago, are remembered with specific bequests in the will of its publisher, Victor F. Lawson, whose death was reported last week. As an evidence of his appreciation of their services over a long period of years, Mr. Lawson bequeathed the sum of \$50,000 to each of the following members of his staff: Hopewell L. Rogers, assistant to the publisher; Walter A. Strong, business manager; Charles H. Dennis, managing editor, and James Langland, editor of "The Daily News Almanac."

John B. Woodward, advertising manager, Andrew B. Adair, head of the composing room, and Edward Price Bell, foreign correspondent, each are remembered with bequests of \$25,000. The sum of \$10,000 each is left to Irving Stone, mechanical superintendent, and Henry Justine Smith, a former employee, who is now assistant to the president of the University of Chicago. George H. Baker, circulation manager, Henry Osterman, superintendent of the mailing room, and William G. Griesemer, head of the photo-engraving department, are given \$5,000 each.

Melville E. Stone, Mr. Lawson's former partner in *The Daily News*, receives a bequest of \$200,000.

As previously reported, *The Daily News*, which has been a private and personal enterprise for forty-nine years, under the terms of the will, becomes an institution. As trustee, the Illinois Merchants Trust Company of Chicago is vested with full powers of ownership and management of the newspaper.

The trustee is given full power and authority to sell or otherwise dispose of *The Daily News* at its discretion. However, it seems to have been Mr. Lawson's wish that the paper be continued as an institution and that view is the one that the bank holds. According to

John J. Mitchell, president. *The Daily News* will be operated with the same personnel and management that Mr. Lawson trained and in full accord with the policies which have governed it in the past.

"During the many years of his active life," Mr. Mitchell said, "Mr. Lawson systematically contributed a very large share of the profits of his newspaper to good causes. It is essential that *The Daily News* be conducted henceforth in full accord with the policies which have made it great and profitable."

Specific bequests in the will totaled \$4,775,000 more than half of which goes to benevolences including several colleges, religious institutions and civic organizations. Iver N. Lawson, a brother, is left one-quarter of the residuary estate. Practically all of the remaining three-quarters is to go in equal parts to the Chicago Congregational Mission and Extension Society, Chicago Theological Seminary and the Young Men's Christian Association.

Munyon Slogans Added to "Printers' Ink" List

MUNYON REMEDY COMPANY,
SCRANTON, PA., August 17, 1925.

Editor of PRINTERS' INK:

I have frequently read articles in PRINTERS' INK regarding your "Slogan Clearing House" and also noticed the list of many slogans, but I have never seen mention of some that we have used for many years, and therefore I am wondering whether these appear on your list:

"There Is Hope,"
"There's a Munyon Pill for Every Ill."

These are two slogans that have been used for many years in connection with our proprietary medicine business. At the same time for over twenty years we have used the slogan on Munyon's Witch Hazel Soap:

"Makes the Skin Soft as Velvet."
I would like very much to know whether or not you do have record of these?

MUNYON REMEDY COMPANY,
CLARENCE P. WYNNE,
President.

Appoint Devine-MacQuoid

The Fairmont, W. Va., *Times*, St. Marys, Ohio, *Leader*, and Fostoria, Ohio, *Review*, have appointed Devine-MacQuoid, Inc., publishers' representative, as national advertising representative.

A Big Job for the Farm Implement Maker

Explain the Farmer's Labor to the Agriculturally Ignorant, City-Dwelling Public

By Amos Stote

THE habit of food is of long standing. It is also universal.

Most food comes from farms. It may come by way of the mills, factories, warehouses, storage plants, stores and delivery wagons; but when it first saw the light of day, or felt life down in the warm, moist soil, that soil answered to the name of farm.

Farms are operated by persons known as farmers. Sometimes, we read about them venturing into cities and leaving little trails of seed and straw behind them. Often we do not read about them, because they are stopping at the more exclusive hotels, dining at the more expensive restaurants, going to the opera while we are at the movies.

Three times a day, the majority of us pay tribute to the farmer, yet we have small idea of how these meals originated.

History tells us the coming of the farmer marked the passing of the age of barbarism. When fields had to be planted and protected, wandering had to cease, land had to be apportioned and some form of government established.

Then, for the first time, land assumed a real value—and then the fun began. From that day to this, the greatest bone of contention has been mother earth; as a farm, then as a community, later as an independent state, and finally as a country.

But this is no eulogy of the farmer, nor a tribute to his services, for that is a big story in itself. That which it is high time for us to consider is how the farmer got to be where he is—and just where is he?

History, I repeat, informs us that the introduction of the farmer marked the passing of barbarism. Of course, we must assume that history is speaking academically, in

an historical sense, for we all know there are plenty of the barbarian type still extant.

But, following history's cue, we may state that barbarianism among farmers passed with the introduction of agricultural machinery. And more than that passed. Drudgery passed, poverty passed, waste passed, ignorance passed, considerable crime and degeneracy passed. And organization, scientific cultivation, healthful labor, fair reward, decent leisure, higher standards of living, higher standards of thinking and acting—these came to the farm and the farmer.

Now you see what I'm getting at. Food the first essential, and the last. The farmer, the food producer. The machine, the farmer's emblem of freedom, the means by which he worked out of the age of barbarism.

A JOB FOR SOMEONE

This is the story that the International Harvester Company, or some association of farm implement makers, owes to the public, the agriculturally-ignorant, city-dwelling public. They owe it to the public because the cities are the true ultimate consumers of farm implements, and because such a program of educational-advertising would put the implement maker in an enviable position in so far as his relations with the farmer are concerned.

This certainly is not the case at the present time, as anyone will find out by talking with the first farmer he meets, and that by simply asking the farmer if he loves the implement maker as a brother.

There's a big, healthy, resultful job tempting the opportunity impulse of the farm implement producer. And that job might be

The Skyline Isn't the Only Thing That's Changed in New Orleans

Building construction in the financial and commercial district of New Orleans alone, now under way or announced for beginning within the near future, totals over \$15,000,000.00.

Eight new skyscrapers reflect the progress and development of New Orleans; but no more clearly than the steady growth of the Item-Tribune typifies the tremendous change in the New Orleans newspaper field.

The Item-Tribune's "summer" circulation (what a time to boast quantity!) averages daily about 90,000 copies. *Over 80%—nearly 75,000 copies—is concentrated in this bustling, wide-awake, up-and-coming city.*

Are you covering the *new* New Orleans? Do it the *new* way—at one cost, in the Item-Tribune.

New Orleans Item-Tribune

carried out somewhat as follows:

Admitting there have been gentlemen farmers from the days of George Washington and before, and admitting there are some farmers, today, who are not worthy the name in any sense, the fact remains that the average of farmers, taken from any standpoint, is far ahead of any previous average. Add to that the fact that the advance made by the farmer during the last half-century has been as great as the advance made in any other industry or undertaking, and you are making a considerable statement, and a true one. Then, top this off with the assertion that this farmer advance is due more to the implement maker than to any other one influence, and you have said something which is somewhat more than considerable, and also true.

So if this summing up is really true, and it would hardly seem becoming of the implement maker to deny it, there appears to be evidence that said maker is not cashing in on his good-will and is neglecting to collect rightful interest on his investment.

So there is something to do. And the doing offers the doer very great and very real reward.

Suppose the educational-advertising program starts with the year 1820, for in that year 87 per cent of the people of this country were numbered among the agriculturists. Today, less than 30 per cent of us are actively involved in farming. In 1820 we had a national population of less than 10,000,000. Today, we have a population of more than 110,000,000.

In 1820, eight and seven-tenths persons were required on the farm to release one and three-tenths persons for other work. Today, three people on the farm release seven people for other employment.

In 1820, farming was drudgery, hardship, privation, isolation, degradation. Today, farming is a highly developed, technical business.

In 1820, the farmer was a miner. He dug in the soil and extracted its wealth of fertility, laying the land waste and passing on to virgin territory to begin again his

robbery of nature. Today, the farmer is a manufacturer, keeping his soil, his producing plant, in rich, responsive condition and only taking from it a scientifically designed commodity.

To whom and to what should the credit go for this vast advance in the progress of farming and of the farmer? Undoubtedly, to many influences. The development of a wide variety of fertilizers, capable of meeting all kinds of soil requirements, has done much for the farmer. The agricultural colleges have greatly improved the brain and the specialized knowledge of the farmer. The farmer's own societies and associations deserve sincere recognition. The Federal and State Governments have performed marvels. Farm journals have given untold service.

But the pioneer of them all, and the greatest influence of them all, because without him all the other benefits would have small opportunity for exercise, is the farm implement maker.

INTERESTING STATISTICS

By the same sign, it is the rapid, we might say blindly heroic, increase in urban population, in mouths to be fed, which has given the farm implement maker a market for his wares. Perhaps some lover of statistics has figured out just how much plowing, planting, cultivating and harvesting is required to feed each person. Such a presentation would certainly visualize the dependence of the city person upon farm machinery in a way to impress the cliff dweller, and please the farmer.

Yet, while waiting for that to be worked out there is no paucity of other dramatic subjects to be presented. Two responsive types of educational-advertising programs are ready to speak for themselves.

The implement maker might approach the subject from the position of very direct personal contact between farm produce and city consumer. And when we come to think of it there can scarcely be any contact much closer than that which exists be-

(Continued on page 77)

"TWO GROSS" GARVER Comes to Gotham!

The boys in the sales department got together last Monday night at Schraeder's and gave a blowout for our genial and justly popular friend "Two Gross" Bill Garver. Bill has been covering the Ohio territory for us in fine shape for the past five years, and has just been promoted to the important and responsible position of District Manager of our new New York City branch. President Bullent was among those present and in a fine speech said so many nice things about Bill that his ears burned.

After the speech the boys presented Bill with a solid gold seventeen-jewel timepiece as a token of esteem from the home office. Bill left Tuesday to put over the Bullent line in the Big City. Best of luck, Bill, old boy! We know you can do it.

—from the Bullent Bulletin, internal house organ of the Bullent Co.



away than Bill expected, but he got right down to business.

He hopped a cab and gave the driver the address of the jobbing house. President Bullent had tentatively selected to carry the line in New York. But the man Bill had to see was out, and wasn't expected in until after four. Had Mr. Garver an appointment?

Bill left word he would come back later, and after a fast sandwich

started to look for office space. He inspected offices until he was dizzy but signed no dotted line until he could get his jobber's advice.

PICTURE, then, "Two Gross" Bill Garver coming in on the Century one Wednesday morning "to put over the Bullent line in the Big City." Bill was used to big cities, but as the train rolled through the canyon between the East Side tenements, New York looked foreign and formidable. Grand Central was crowded and confusing. It took longer to find his hotel and stow his bags

He met the jobber's representative after four and put in a bad hour and a half. The gentleman was cool, unenthusiastic; no pep, or appreciation of his good fortune in being allowed to handle the Bullent line. He demanded a higher margin than any Bullent jobber ever got before. His initial order was disappointingly small. Bill was also startled to learn that his firm was expected to warehouse its stock subject to jobbers'

demands. So the first day closed without much visible progress.

There were days of chagrin and waste effort that followed—renting an office, getting warehouse space, arranging trucking facilities, hiring salesmen, and a thousand other time-taking,



tiring things. After a couple of weeks Bill discovered that his jobber's "territory" covered a radius of only two miles; beyond that the jobber was just another Unknown to the retail trade. The Bullent line had never needed more than one jobber before—but did in New York.

Bill himself was a bang-up, go-getter salesman. He got his name of "Two Gross" because when he sold a store "it stayed sold," stocked 'em up for six months at a clip. The New York retailers, however, wouldn't take two gross for a gift. If they bought at all, the initial order was for a dozen or less.

Meanwhile time went on, expenses ran up and up, volume was away below expectations, Bill was worn and harassed to a state of numbness, and President Bullent's correspondence de-

generated to nasty notes. The advertising they talked about before Bill left the home office was indefinitely postponed until dealers and orders could make it justifiable. Bill was certainly not "putting it over" in the Big City. He blamed New York. The firm blamed both Bill and New York. And Bill wished many a time he was back in good old Ohio where he could "put it over".

* * *

SCORES of firms send Bill Garvers to New York every year—good firms, good men, good goods, methods that make good elsewhere—and meet with disappointment and failure. The loss of effort, the expense, the waste are appalling.

To help Bill Garver and his firm, THE NEWS instituted a Merchandising Service more than a year ago, after three years' preparation.

Three months before Bill came to New York it would survey the market for him, find out the competition, trade customs, jobbing and retail practices and prices prevailing for similar products.

We would analyze his line or product, tell him if there was anything wrong with his package, or packing, or shipping.

We would advise whether he needed and could get brokerage

service; whether or not a warehouse would be necessary, and if so, where; how many jobbers would be needed, and find out those best equipped for his distributing job; how many potential retail outlets there were, and where, and how many outlets he would need.

A News merchandising man could arrange introductions with brokers and jobbers, and help secure their cooperation.

IF Bill Garver wanted to sell chain and department stores, this News service could tell him if he should, and help him if he should. (*Selling the chain or big stores first sometimes hurts a product, you know.*)

If Bill needed a salesforce, we could select it for him; if he had his own we could help train his men for New York saleswork.

We could route these salesmen for him, save time and money and selling cost by preventing waste effort in unsuitable sections. We could fix his unit of sale and initial order, and keep him from doing a lot of damage with his "two gross" idea. (One sales manager told us that our biggest service to him was to make him adopt a policy of initial orders of a dozen units only, instead of a fifty-unit case.) Too many Bill Garvers fail to

realize that three units on the counter in every other outlet is distribution; and two cases in the back room of every fiftieth outlet is not.

We could actively direct and check his saleswork, day by day, and record it for him. News merchandising men help teach green men how to sell, how to merchandise advertising, how not to kill initial dealer good will.

And last but not least, we could start Bill out right with the proper advertising campaign and schedule, and tell him when to start and how to run it. We could furnish Bill Garver with the best reason why New York retailers should stock his line—an adequate campaign in *The News*, with 900,000 circulation for his advertising, and an effi-



cient medium to get that advertising to the New York retailer and consumer.

IF you are sending a Bill Garver to New York, tell us first. If we can't help him, we'll tell you so. If you have a Bill Garver here who doesn't seem to be getting along as fast as he might, send him to see us. There is no 100% distribution in New York on any product that we know of; and if your business is hindered by the product itself, or poor salesmanship, or poor jobbing service, or your own credit or shipping department, we may be able to find out the trouble and what to do about it.

There is no mystery about the New York market—when you know it. It is *big*, and that's its chief difference.

So this service of ours is not a miracle. It is just knowing how.

Five men who know how, or know how to find out, constitute the service. Consequently, its activities are limited. We do not believe in adding a huge overhead to our national advertising selling cost by maintain-

ing a huge merchandising service. Therefore, we do not broadcast direct mail to dealers, do not deliver or install dealer helps or displays. We avoid mechanical motions and routines that can be accomplished more cheaply in other ways. And we do not make thousand-call surveys or stock checks; no survey needs a thousand calls.

* * *

In its first eighteen months, the News Merchandising Service has been very successful, both from our standpoint and the advertiser's. Many of the largest agencies have used it, appreciatively. Details if you like.

Couple this News service with News advertising—the largest daily circulation in America, the high visibility page, the proven results, and the lowest milline rate—and you have the greatest instrument ever devised for entering this or any other market. Get the facts.

*Have you read TELL IT TO SWEENEY?
Write for the series on your business letterhead.*

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 Park Place, NEW YORK

tween the food and the eater.

It requires no great imagination to picture the interest which may be aroused through telling city folk the stories of wheat, corn, oats, rye, rice, sugar cane and sugar beets, potatoes, onions, and as many other farm products as one would care to feature, and to tell the relation of each to the various machines used in the work.

People would have a far greater respect for the food they devour three times a day, and for the farmer, and also for his equipment, if they were told in simple language the intimate stories of how food is "manufactured" on the farm. What are the machines which distribute the fertilizers, and how do they do it? What else does the farmer do, and with what machines, to prepare the soil for planting? How are the planting, cultivating, reaping and the other processes which are carried out from seed time to harvest time and to shipping time accomplished—and with what machines?

Such educational advertising is advanced advertising, worthy of the advanced methods in farming which have been brought about by the makers of agricultural implements. It would render a very real service to the people of the cities in that it would give them a true conception of how their foodstuffs are grown and brought to harvest. It would be an even greater service to the farmer in that it would dignify and explain his essential labors to his consumers and create an intelligent appreciation of his efforts.

And by serving these two great branches of the national family, such an educational-advertising program would be of very real worth to the whole country as an institution which is dependent upon harmonious operation for stability and prosperity.

Another evident method by which this opportunity to build up good-will for the agricultural machinery interests might be carried out would be through the presentation of the history of the development of farm machinery. Let the records be produced show-

ing what machinery has done to promote the efficiency of farming. We also want to know how implements have improved the quality of food stuffs, how they have been so essential in meeting multiplied demand, how they have increased the quantity of production per acre, and how they have brought about the elevation of the farmer.

It would not be necessary to go back to pre-historic days, nor to the days of serfdom, to prove this progress. The story can begin when the manufacturing of farm machinery began. To give the campaign a running start, that period might be antedated a bit to bring in the human-interest story of the thirty-seven plows which the Massachusetts Bay Colony had in 1637, that were so prized that a bounty was offered by the towns to anyone who would keep the plows in repair and fit for community work. These plows were not unlike those used by the Egyptians 4,000 years ago. They were great, cumbersome wooden things requiring four oxen and three men to each plow.

Progress was not rapid in those days—and neither was plowing. One hundred and sixty years passed before Charles Newbold took out the first patent for a cast iron plow. And then his business failed because our farmers believed the iron would poison the soil.

JEFFERSON AS AN INVENTOR

Another twenty-five years passed before the iron plow came into general use, and it was none other than Thomas Jefferson who made the first marked improvement in the plow by changing the shape of the moulding board.

Then, there are the unique stories of the grain cradle and the fanning mill, and their gradual development into reapers and threshers until they arrived at that stage of wonderful accomplishment which ranks modern harvesting machinery among the most perfected of mechanical devices.

I wonder if the farm implement makers would not take a running jump forward in public (urban, suburban and rural) estimation if

they spread out this agricultural machinery panorama in the contrasting manner that the advancement of their industry offers them. In the cases of our nine chief crops, farm machinery increased efficiency, between 1830 and 1895, a good 500 per cent. And that only brings us up to thirty years ago, when farming was still crude, as we look at it today.

The fact that as farm implements became more and more efficient, the farmer had to become more and more efficient to operate them, naturally and automatically brought about an improvement in farm personnel. There are some interesting stories of how this situation resulted in a beneficial redistribution of the country's working force. The mowing machine transplanting the scythe, the thresher transplanting the flail, released sturdy farmer boys and allowed them to go to the cities. So it seems that farm machinery has provided the means for the rotation of people as well as for the rotation of crops, with the result that our metropolitan population has been given both lusty young blood and a more varied diet.

There is the incident, which made history, of the reaper which Cyrus H. McCormick patented in 1834. This machine, first made at a blacksmith shop in the Shenandoah Valley, enabled one man, with a team, to cut as much grain as twenty men with cradle scythes. That machine, so revolutionary in its day, would now be an heirloom, a relic, ranking with Fulton's steamboat and Ericsson's engine, a thing as crude and makeshift beside its modern offspring as an oxcart beside a motor truck.

Twenty-one years later, in 1855, an exhibition of farm implements was held in Paris. It was sort of an implement Marathon and apparently promoted by international implement interests. One of the demonstrations consisted of six men set to threshing with flails at the same moment that four machines were started. Here is the result that became front page

news for New York papers that year. The six threshers with flails beat out 60 litres of wheat in half an hour. The Belgian threshing machine threshed 150 litres. The French machine 250 litres. The English machine 410 litres. And the American machine—740 litres.

A great record—but how would it contrast with 1925 performance? What have our farm implement makers done in the passing years to improve farm machinery and assure food to the cities?

In 1855, the farmer still operated his machinery by horse power for even the steam thresher was unknown until 1860, and did not come into general use until years later.

WHAT THE 1860 CENSUS SAID

Yet, our census of 1860 states that the savings made by improved implements reduced former working costs by one-half. But suppose we quote an illuminating passage from that census report:

"By the improved plow, labor equivalent to that of one horse in three is saved. By means of drills two bushels of seed will go as far as three bushels scattered broadcast, while the yield is increased six to eight bushels per acre, the plants grow in rows and may be tended by horse-hoes. The reaping machine is a saving of more than one-third the labor when it cuts and rakes—the threshing machine is a saving of two-thirds on the old hand flail mode. The saving in the labor of handling hay in the field and barn by means of horse-rakes and horse-hayforks is equal to one-half."

The census report goes on to emphasize that the greatest of all savings was in that of time, as improved machinery made possible the harvesting of large crops at the moment of maturity, without loss by delay and exposure. It also suggested that the entire labor force of the whole country would have been insufficient to handle the crops that year by the "old methods." I wonder what the "modern methods" of 1860 would

It's a long way to the millennium

Trusting to the dealer's own initiative to develop better means of reaching the consumer, is to wait for the millennium.

To add more dealers only complicates the situation. For increased distribution often means increased selling troubles without a corresponding increase in profits.

Making more sales through your present dealers is the essence of profitable merchandising. May we tell you what we have accomplished for some of our clients?

*A talk with one of our merchandising men involves no obligation.
And you'll find the time well spent.*

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

accomplish in the matter of handling the crops of 1925.

It is no exaggeration to say that if the "modern farming methods" of 1860 should be made suddenly operative this year, hundreds of factories, stores, offices, mines, schools and all manner of public services would have to be practically closed down in order to provide farm labor. Wholesale conscription would be necessary. The uprooting of vast armies of men and women from their city homes and occupations would be instantly required.

Not less than 30,000,000 of us city dwellers would be carried off and set to such hard labor as would undoubtedly result in a greatly increased death rate. Even then, the country would be scantily fed. And should our present force of farm labor attempt to feed us by means of the "modern methods" of 1860, we would starve. Our cities would be depopulated and our economic life suffer more complete disruption than would occur if an enemy people overspread our land.

Food comes before either shelter or raiment. It is the first of the three most primitive essentials to the maintenance of life. That thought, that truth, in itself, offers the basis for a great educational-advertising program to the agricultural implement makers. Add to that, the service rendered to all other divisions of human activity by the implement makers, through releasing the majority of men from the need to grub for their own food and permitting them freedom to develop standards of living and an appreciation of leisure, as well as to advance material comforts and spiritual appreciation.

Until farm machinery unyoked men from the soil, all the arts, all the sciences, all the refinements of life which make living something better than an endurance test, were hampered in their advance.

There is small need to dwell upon the duty devolving upon the agricultural machinery people in the matter of educating their

ultimate consumers when the value of such education is so apparent. The soil is our wealth creator. The farmer, master of the soil, produces wealth with each harvest. The rest of us are merely converters of wealth and distributors of wealth. It is the implement maker who has done such wonders in simplifying the problems of existence for all of us, farmer and urbanite included.

Neither the farmer nor the city dweller appreciates this for the simple reason that they have never been seriously invited to do so. They have never been able to view the matter as it really is.

When the farm machinery makers tell what they have done for all men they will find loyal supporters growing up in the human fields they cultivate, and a great reduction in the weeds of opposition. Also, they will find the howling antagonist, the demagogue, losing his audience. And not least of all, the farmers would be made to feel the need to be as modern in their equipment as the makers proclaim it is possible for them to be.

Let the country know the equipment available to the farmer. Let the farmer feel the pressure of example and precedent. Let him be made conscious of the fact that people know what constitutes a really modern farm establishment. Then the farmer will come up to the mark set for him—and will do so with a sense of appreciation and pride. Most assuredly, that is not the present attitude of the farmer toward the implement maker and his products.

Whatever method the farm implement makers follow in the operation of such a program, if it is constructive and continuous, the results in their favor will be equally constructive and continuous. Though not promoted as a selling campaign, it would none the less be a great selling campaign—for they would sell not only machinery, but belief in the machinery, desire to own such equipment, and regard for the maker. It's a big job offering a big harvest.

"20,000 skins of the lizard"

IF certain present day conversation is to be accepted literally, "snakes' hips" and "bees' knees" are quite common and should be more or less easy to buy. But when a London client of the I.T.D.* came into the market for 20,000 Lizard's skins a problem was born.

By the patron saint of all good Purchasing Agents what does a man do first, when he has definitely made up his mind to sign a death warrant for 20,000 Lizards?

One thing he can do, if he knows the I. T. D.*, is to tell them his troubles. And that is just what the P. and C. Company of London did.

From the I.T.D.* in India came the solution and Messrs. Lahaeri and Company of Calcutta booked the order. Later on the client in London was thoughtful enough to report the shipment as being very satisfactory.

All over the world I.T.D.* merchandising experts are on-the-spot, ready to help you solve your business problems.

"GREEN SEAS and YELLOW GOLD"
tells the details and will be mailed to
any executive who requests it on his
business stationery.

***INTERNATIONAL
TRADE DEVELOPER CORPORATION
247 Park Avenue, New York**

Food for Thought fo

Food and beverage producers who hunger for increased sales this fall and winter can profit by this message.

Northern Ohio has over 3,000,000 husky appetites to constantly satisfy. These appetite-owners live in a territory that's easily reached and economically handled. To sell this great responsive group most national food distributors use the Cleveland Plain Dealer. Many use no other medium.

During 1924—76 national food and beverage advertisers used the Plain Dealer—a greater number than used any other Cleveland newspaper. During the first six months of 1925—64 used the Plain Dealer—again, by far MORE than appeared in any other Cleveland newspaper.

An outstanding record—but not unusual. For the Plain Dealer is the only advertising medium that actually influences the BUYERS living in this market. This great newspaper has developed a strong woman-reader-interest. Home-keepers all over Northern Ohio look to the Plain Dealer for household and cooking advice as well

The Cleveland Plain Dealer

in Cleveland and Northern Ohio—Only Medium

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY R. J.
350 N. Mich. Ave., Chicago Tin
Fine Arts Bldg., Detroit L

for Food Advertisers



as for the news of the day. Its advertising influence is but a natural sequence.

You can do an adequate advertising job throughout this entire market in the Plain Dealer ALONE—at ONE advertising cost.

Without it, you cannot reach the BUYERS. With it, you have the most powerful sales-lever you can possibly buy in Northern Ohio.

Plain Dealer

-ON Medium ALONE ~ One Cost Will sell it

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

30,000 People Saw The News' Better Home Show in Two Days

BIRMINGHAM has a Hollywood, too! It is a new subdivision over on Red Mountain. The Nelson Real Estate Co., announced Hollywood to the public on Sunday, August 16th, with a ten-page section in The Birmingham News.

30,000 Birmingham people visited Hollywood within two days. Motor cars were parked all over adjacent territory while interested spectators visited these beautiful homes. Traffic officers were called to help handle the crowds.

That's the kind of response advertising in The Birmingham News receives. People have confidence in undertakings that the News backs. They all know that if they get The News "in behind" any movement it will be a success.

In the words of Chesterfield, "Such popularity must be deserved."

NET PAID CIRCULATION

Daily
75,000

Sunday
85,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

"Breaking Into the Windows" to Be Convention Theme

ADVERTISERS interested in window display advertising will pool their working knowledge at the second annual convention of the Window Display Advertising Association which will be held at Chicago on October 6, 7 and 8. How manufacturers of advertised and trade-marked merchandise are breaking into retailers' windows and how they are capitalizing on window space after it has been obtained are the two points around which convention addresses and discussions will centre.

A long list of speakers of wide experience in window display work have agreed to tell their experiences in tying up with national advertising at the point of sale. Walter Dill Scott, president of Northwestern University, will speak at one session.

Sales and advertising executives from representative companies such as Armour & Co., Cooper Underwear Co., Westinghouse Electric & Manufacturing Co., Earnshaw Sales Co., A. Stein & Co., the Walgreen Drug Stores and others have places on the program which follows:

October 6—Morning: "Welcome—Let's Go!" Joseph M. Kraus, chairman, convention committee; response and annual address sounding keynote of convention, "Breaking Into the Windows," Edwin L. Andrew, president; "Marketing Display Sells Merchandise," Miss Sarah Jelliffe, advertising manager, S. C. Johnson Co., Racine, Wis., and "How to Get Results from Window and Counter Display Advertising," Francis D. Gonda, vice-president, Einson-Freeman Co., New York.

Afternoon: "The Right Use of Window Displays," T. F. Driscoll, advertising manager Armour & Co.; "Displays for Automobile Accessories"; "Waste in Hardware Window Display Advertising," Rivers Peterson, editor, *Hardware Retailer*, Indianapolis; "Window Displays—What For?" Bernard J. Mullaney, vice-president, Peoples Gas, Light & Coke Co., Chicago, and "Why Cooper Underwear Co. Spends from \$50,000 to \$75,000 for Displays," Walter E. Hardy, president, Hardy Advertising Co.

Evening: Mr. Kraus will preside at the annual dinner of the association, which will be addressed by Walter Dill Scott and George Fowler, of the

J. Walter Thompson Co., New York.

October 7—Morning: "Newspaper Merchandising Co-operation," Stephen B. Horton, merchandising manager, *Chicago American*; C. K. Woodbridge, president, Associated Advertising Clubs of the World; "Putting Over National Baby Health Week Through Window Displays," G. F. Earnshaw, president, Earnshaw Sales Co.; "The Pulling Power of Light," Sam Hibben, Westinghouse Electric & Manufacturing Co., New York. Luncheon address, "Women and Displays," Helen Bennett, Women's Worlds Fair.

Afternoon: "Motion Picture 'Publicity Testers'" will be discussed by a representative of the Pillsbury Flour Mills Co., Minneapolis. This will be followed by group discussions on the following subjects: National Advertisers and Manufacturers, "How to Make Your Windows Pay"; Producers, "Display Surveys," C. G. Munro, president, Munro & Harford Co., New York; Installation, "Discussion of the Use of Window Display Installation Service," B. J. Millward, Noyes Bros. & Cutler, St. Paul; Retailers, J. T. Northrup, advertising manager, Smith-Winchester, Jackson, Mich.; Store Lighting, "Light and Color in Windows," Paul Zimmerman, National Lamp Co., Cleveland, and Freight Rates, H. J. Hanauer, secretary, Badger Carton Co., Milwaukee.

October 8—Morning: "Window Display Contests"; "What's the Trouble with Displays for Drug Store Windows?" W. J. McKay, advertising manager, Walgreen Company, Chicago; "Electrical Retailing and Displays"; business session, elections to board of trustees, and reports of committees. Luncheon Address, "Art vs. Advertising in Windows," Dudley Crafts, Chicago Art Institute.

Afternoon: Business session to select next convention city and meeting of board of trustees to elect officers.

On Friday, October 9, a golf tournament will be held at Bunker Hill Country Club.

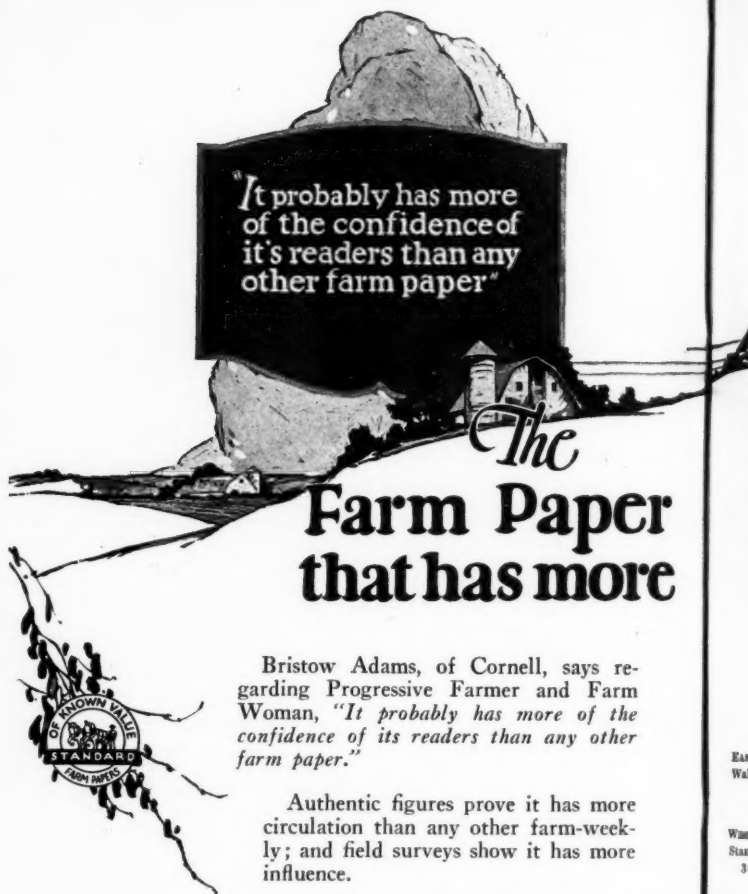
In addition to the above speakers, there also will be addresses by J. E. Lauderdale, sales manager, Curtis Lighting Co., Chicago; Homer Buckley, Buckley-Dement & Co., Chicago; Guy Davis, American Newspaper Publishers Association, and G. Raymond Schaeffer, advertising manager, Marshall Field & Co.

Bert Marx with "Hollywood-Filmograph"

Bert Marx, formerly with the Capitol Advertising Agency, Lansing, Mich., is now in charge of advertising in the East for *Hollywood-Filmograph*, with headquarters at New York.

Timken-Detroit Appoints Henri, Hurst & McDonald

The Timken-Detroit Axle Company, Detroit, has appointed Henri, Hurst & McDonald, Chicago advertising agency, to direct its advertising account.



"It probably has more of the confidence of its readers than any other farm paper"

The
Farm Paper
that has more

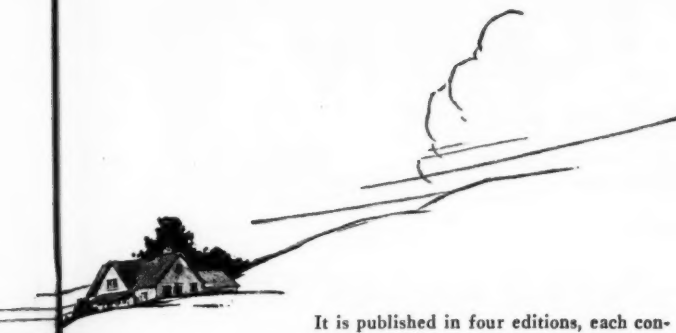
Bristow Adams, of Cornell, says regarding Progressive Farmer and Farm Woman, *"It probably has more of the confidence of its readers than any other farm paper."*

Authentic figures prove it has more circulation than any other farm-weekly; and field surveys show it has more influence.

The Progressive Farmer is published weekly because the Southern farmer regards the week as his work-unit. He plans and plants and sells by weeks. He wants weekly contact for profit's sake.

OF KNOWN VALUE
STANDARD
FARM PAPERS

The Farm Weekly of Largest Ci



It is published in four editions, each concerned specially with its own natural division of the farming South, because only thus can a farm-paper fit the crop-calendar and the farm's affairs.

It goes weekly into 460,000 farm-homes, because it prints what the farmer wants to know, it plays no favorites, grinds no axes and has for years kept faith with the farmer.

It gets real results, shows rapid and sustained returns to the advertiser, because its host of readers employ it to guide their outlays, and they have the money to spend.

Two great agencies* sought the facts about the farm-paper preferences of the South. Their researches show the Progressive Farmer absolutely—even overwhelmingly!—dominant with farmer and merchant both. Plainly summarized in

DIXIE DATA BOOK

these researches, with other vital facts the space-buyer must know to buy judiciously, are at your command. Let us send you a copy of DIXIE DATA BOOK right now!

*Names given in DIXIE DATA BOOK.

EASTERN REPRESENTATIVE
Wallace C. Richardson, Inc.
250 Park Avenue,
New York City

WESTERN REPRESENTATIVE
Standard Farm Papers, Inc.,
307 N. Michigan Ave.,
Chicago, Ill.

**THE PROGRESSIVE
FARMER**
AND FARM WOMAN

BIRMINGHAM, ALA.
RALEIGH, N. C.

KENNESAW, TENN.
DALLAS, TEXAS

Established 1886

greatest Circulation and Most Influence



Sell Food at the Breakfast Table

AFTER the men-folks have left for work the morning Free Press becomes the Detroit housewife's breakfast table companion.

It has become an indispensable habit with her. With keen interest she reads every item—every advertisement that makes direct appeal to her.

Food Advertisers! Have your message fresh in the minds of Detroit's food buyers when they do the buying for the day. Have your advertising read at the time the day's menu is being planned.

"Sell Food at the Breakfast Table" is the thought behind the Detroit merchandising plans of the nation's most prominent food advertisers. That means using the columns of Detroit's only logical food advertising medium—

The Detroit Free Press

"Starts the Day In Detroit"

VERREE & CONKLIN, INC.

National Representatives

New York Chicago Detroit Kansas City San Francisco

How Elaborate Shall We Make Our Catalogue?

The Place of Good Printing and Art Work in Fixing the Volume of Sales

NATIONAL AUTOMOTIVE & ELECTRICAL
SCHOOL
LOS ANGELES

Editor of PRINTERS' INK:

In your article in the July 2 issue of PRINTERS' INK, I believe you have done more to secure recognition for the catalogue as an important and effective sales aid, than has anything that I have read in my many years as a PRINTERS' INK reader.

There can be no question of the catalogue's value in selling. In our own business, it has meant the difference of 1 per cent closures on inquiries within fifteen days after prospect's inquiry has been received, and a closing percentage of 6 per cent plus.

With this letter I am sending you three of our catalogues. The larger ones are mailed upon receipt of inquiry to all prospects who live outside of the Los Angeles metropolitan district; the smaller one is for local prospects.

All prospects are secured by responses to our sectional and national advertising, and, due to an expensive and extensive follow-up, enrollments secured directly from the catalogue are much more profitable than those who come in after the fifth to tenth letter is mailed them.

Therefore, anything that will make our catalogue more effective will save us many thousands of dollars in direct mail and enrollment expense. At present approximately 11 per cent of all inquiries result in enrollments.

It is my belief that good paper, attractive illustrations, effective copy selling the prospect the idea of a secure, profitable future, and an attractive format in general are the most important qualifications any institutional catalogue can possess.

Our previous catalogues have not been as attractively got up, they were smaller in size, and stressed the equipment, personnel and training method of the school, relegating as unimportant the selling of the industry and the future possibilities of vocational training.

I also contend that our follow-up literature should devote as much time and effort to selling the prospect the ideas developed in the inspirational messages found in our catalogues.

Am I right? I will appreciate your frank opinion. I would also thank you for a frank opinion of my catalogues as pieces of selling literature, and whether it will be good advertising procedure to feature the catalogue in our display advertising, on the presumption that the catalogue will help sell a prospect who is merely a curiosity seeker and answers the advertisement in order to get the book we offer free.

NATIONAL AUTOMOTIVE & ELECTRICAL
SCHOOL
M. M. YOUNG.

ONE of the main sources of the catalogue's effectiveness as an advertising medium is that it can be strongly and pre-eminently individual. It can be fitted to a specific selling need with precision. We have told several times before in PRINTERS' INK how sales volume can be budgeted at certain figures and the catalogue fashioned and administered in such a way that the quotas will be met. There is not a great deal of guesswork about it either. For example, leading catalogue concerns have discovered just about how much certain advertising pages will pull. A black and white page gets so much, pages in two colors will yield certain sales volume, four colors will produce in like proportion and so on.

But the proportions vary with firms and propositions. Every house, after it has been using the catalogue for any length of time, can know what each kind of page will bring in the way of business. Certain colors of paper stock will fill certain requirements that can be counted on in advance. The same thing holds true with color pages of different degrees of elaborateness. In other words, the presentation can be costly or otherwise (that is, costly from the standpoint of initial expense) in keeping with the difficulties of the selling job and the desired result to be attained.

Nevertheless there are certain general considerations and rules that can guide in propositions such as the one brought up in the above letters.

It is hardly necessary to say that good paper, high class printing and artistic engravings should be used only as a means to an end—and not as a mere exemplification of how good a catalogue a concern can get out. The presentation should be graduated in accordance with the selling resistance to be

encountered and the worth of the results that can be gained.

There need be no argument at all over the relative selling efficiency of the high class catalogue as against the cheaper one. People may not be able to appreciate, from a technical standpoint, the niceties of a catalogue page in four colors over one in two colors. Add a couple of colors to a page and possibly not one out of a hundred would know they were in there. Yet the addition of the two colors would make the page sell more merchandise than it did before.

Some catalogue advertisers make the mistake of skimping on mechanical features with the idea that people cannot appreciate them anyway. They argue they may as well try to get by with a good looking page and not try to make the thing "right" in every detail. This is wrong. It has been proved again and again that sales results grow in direct proportion to the completeness and mechanical appearance of the printed presentation. The customer may not know whether the page has been produced with an air brush or printed on a proof press. It is not necessary that he should know. What is needed in a catalogue is not to impress the prospect with its beauty, mechanical perfection or high cost. It is to cause him to buy goods.

Exactly the same principle works here as in the case of a display window in a retail store. Some windows are so near perfection from an artistic standpoint that people who see them are impressed by the picture rather than the merchandise. A display window so beautiful that the merchandise appeal is not predominant is not a good one. The window that makes the spectator forget everything but the merchandise is the one that really means something.

As to advertising the catalogue rather than the institution itself, experience has shown that the best results can come from advertising the catalogue. Suppose a house having many items of merchandise advertises one or two in a page of business paper space. The one

or two items can be sold and then what has the house accomplished? It has merely sold some merchandise.

On the other hand, use this page to induce dealers to send for the catalogue. When a man receives the book and if it is got up in a way that will make him read it, he is likely to buy much more merchandise than he would from the advertisement. Moreover, if the catalogue is of the right kind, he gets a general view of the institution. One of the leading catalogue men of the country, who has made a notable success in his line, tells us that he would much rather have a business paper advertisement bring in a request for a catalogue than an order for merchandise. The advertisement, if it is made up of merchandise offerings, is necessarily limited in its influence. It can only feature a few things at most. It may be expected in the natural course of events that when a man does order merchandise in this way from a catalogue house he is going to order from the catalogue eventually. Most houses automatically put a man on the catalogue list when he sends in his first order for goods. But the point is that if he has the catalogue when he buys his first bill he is likely to make it larger than he would otherwise. This is easy to understand. The catalogue may have several hundred items well displayed and prominently featured. The advertisement has only a few or perhaps only one.—[Ed. PRINTERS' INK.]

T. M. Darlington Leaves San Antonio "Express"

T. M. Darlington, national advertising manager of the San Antonio, Tex., *Express*, has resigned. He will devote his time to the publishing of his medical and dental journals at San Antonio.

Stromberg Carburetor Earnings Gain

The Stromberg Carburetor Company, Chicago, reported a net profit, after charges, for the half-year ended June 30, of \$385,368. This compares with \$370,768 for the same period of 1924.

Marion R. Gray Company
Makers of
Grayco Cravats and Collar-Attached Shirts
812-14-16 South Los Angeles Street
Los Angeles



May 29, 1925.

The Arizona Republican,
 Phoenix, Arizona.

Gentlemen:

We are just in receipt of the letter which you sent to the clothiers and furnishers in your vicinity entitled "The Tale of a Shirt Well Told." We have also received the package of samples which you have returned to us. They are in excellent condition. We want to thank you for the trouble you took in putting on this display for us.

We also wish to thank you for the promise we received from Korrieks' relative to their future advertising in our behalf.

We want to compliment you on the very valuable services you are rendering us as advertisers. The Grayco copy is running in a great many western newspapers and we are delighted with the results being obtained from our advertising, but in no case have any of the papers rendered us such valuable services as you have on The Arizona Republican.

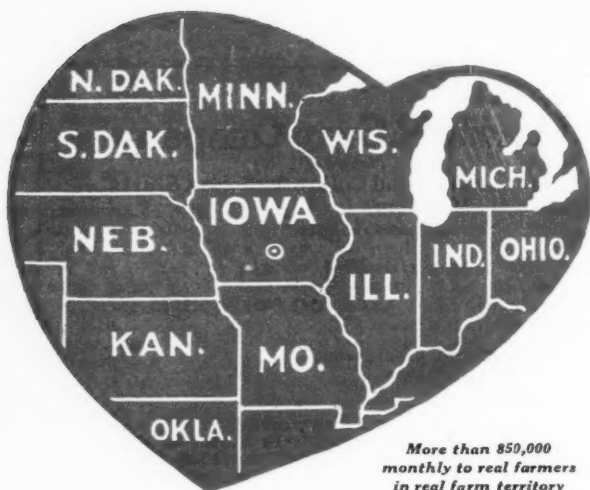
You will be glad to know that we are receiving many inquiries from the territory you cover and we attribute them greatly to the copy being run in your paper.

Thanking you for your unusual interest and wishing you a prosperous season, we are,

Very truly yours,
 MARION R. GRAY CO.

James W. Hanbery
 James W. Hanbery,
 Advertising Director.

TOM WYE JACKETS



Our Bureau of Market Analysis will furnish on request, definite data regarding your farm market possibilities—not mere “canned” statistics. This department is maintained to give practical help to advertisers and agencies.

Compare our circulation—shown by dot map, sent on request—with government figures on the chief buying-power factors in the farm market—see why so many of the Nation’s leading advertisers make *Successful Farming* the backbone of their campaigns to the farm field.

THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER
BETTER HOMES AND GARDENS*

E. T. MEREDITH, *Publisher*, Des Moines, Iowa

SUCCESSFUL

Chicago Office:
J. C. BILLINGSLEA
123 W. Madison St.

New York Office:
A. H. BILLINGSLEA
270 Madison Ave.

St. Louis Office:
A. D. MCKINNEY
Syndicate Trust Bldg.

Kansas Office:
O. G. BROWN
Land Bldg.

General Knowledge or Practical Helpfulness?

An article on cotton-raising is of general interest to all farmers, but certainly is of no practical value to the busy farmer of the food-producing Middle-West.

Spreading straw is good practice in the "Heart States," but not in certain Western localities. Strictly national farm publications necessarily must generalize.

The circulation of *Successful Farming* matches the distribution and importance of general farming. It is heavily concentrated in the North Central States where soil, climate and living conditions are similar—making possible practical, dollars and cents editorial service to practical farmers.

"There's a difference in Farm Papers"

UL FARMING

Kansas Office:
O. G. DODD
Land Bldg.

Minneapolis Office:
R. R. RING
Palace Bldg.

Western Office:
C. W. WRIGHT
Sharon Bldg., San Francisco

F. O. BOHEN
Advertising Director
The Meredith Publications

VISIT and consult with the New York Herald Tribune Institute, which conducts the only newspaper kitchen in Greater New York. The New York Herald Tribune was the first newspaper in the country to instal a model kitchen, and has helped by suggestion and advice to expand this service to newspapers in other cities. New food products are welcomed by The Institute for testing and possible reporting in the two Sunday Institute pages devoted entirely to domestic science interests.

New York
Herald Tribune

America's Most Complete Newspaper

How Chevrolet Encourages Its Dealers to Advertise

Separate Retail Campaign, Supplementing National Effort, Is Provided through Co-operative Fund

By G. A. Nichols

THERE is just one way, according to the experience of the Chevrolet Motor Company, for a manufacturer to get his dealers lined up with his national advertising so that it may exert something near its full force in selling his goods. This is for him to take personal charge of the dealer's end of the transaction and to see that it is carried through even to the matter of details.

Beginning August 1, the Chevrolet company started a new arrangement with its dealers involving such a principle.

Under its workings, the definite expenditure of a sum well up into the millions during the year is arranged for. There will be two separate campaigns—one, the company's national effort and the other, an affair for the dealers only. About 4,000 newspapers, entirely aside from the company's regular national budget, will be used.

During the year, Chevrolet expects to manufacture and sell a minimum of 400,000 cars. Rather than use last year's output as a basis for computation or setting down some arbitrary figures, the company plans to make each of these 400,000 cars contribute a certain sum for advertising.

The money thus made available will be used entirely for a general campaign, involving the use of periodicals, farm papers and metropolitan newspapers. It will be paid wholly by the company without reference to the dealer in any way.

But in planning for the dealer's participation in the general selling scheme, Chevrolet has taken a progressive step that is worth talking about.

The dealer part will be taken care of through the establishment

of an advertising fund of the approximate size of the general outlay, to be administered co-operatively between the dealers and the company. The company will add a certain number of dollars to the invoice of each car shipped to a dealer and will credit it to what will be known as the "Chevrolet Dealers' Advertising Fund." But, at the same time the dealer is charged this fixed sum on each car, the company will credit the dealer's advertising fund with an additional sum, which it will pay itself.

In addition, the company recommends to the dealers that they set aside an additional sum to take care of other expenses such as shows and exhibitions, fairs, direct mail, special announcements and so on. Its experience with its dealers leads it to believe that the recommendation will be quite generally followed.

SUM IS NOT TOO LARGE

At first sight, the aggregate Chevrolet expenditure—the amount of which was revealed to PRINTERS' INK in confidence—seems like a lot of money. The first reaction of some dealers, and undoubtedly of many buyers of cars, would be that the company might be using some of this money to reduce the selling price. Figured in percentages, though, against the individual car unit, it becomes only nominal after all. The minimum advertising outlay which will be charged against each car is less than 3 per cent of its average selling price—not so much after all.

Chevrolet has always been successful in getting its dealers to ally themselves with its general advertising program. "But," explains J. E. Grimm, Jr., the Chevrolet

advertising manager, "it was evident that considerable lost motion would result from this sort of procedure, no matter how earnest or well disposed the dealer might be. Our general advertising would set down a certain proposition and then some time would necessarily elapse until the dealer would swing in with a similar appeal. Or perhaps he would not do it at all.

"Under the co-operative plan which we are using this year, it is possible for the company and its entire dealer organization, without a single exception, to present to the public the full force of a single sales message at one and the same time. The presentation will be complete, even the smallest sales unit bearing its full part.

"For example, suppose that we decided to use in national mediums at a certain time an advertisement featuring the word 'Value.' Under ordinary conditions, this message would appear in the periodicals, farm papers and metropolitan newspapers in which we carry our general advertising and then be followed up here and there within the ensuing few weeks by some advertisements placed in the local newspapers by some of the more progressive dealers.

"But now the message of 'Value' will appear in all mediums simultaneously. The reader of the national publication in which we advertise will see it. So will the newspaper reader in every town where there is a Chevrolet dealer. Likewise, the message can be read at the same time by every person who passes poster panels carrying Chevrolet posters and by everyone who sees a Chevrolet dealer's show-window.

"We believe that this co-ordinated effort will form an accumulative overwhelming force that could not be exerted in any other way. In other words, the entire influence of our national advertising will now be directed to the dealers' showrooms through the proper use of local newspaper and outdoor advertising. The local advertising will carry precisely the

same message that is being conveyed by the national advertising and at the same time, with the difference that it will include the dealer's name and address, thus affording him a distinct tie-up."

AN UNUSUAL ARRANGEMENT

The amount of advertising to be done in each dealer's territory to bring about the result outlined by Mr. Grimm, will depend upon the number of cars he sells. The company will schedule newspaper and poster panel advertising in each dealer's territory to an amount reaching at least the sum he contributes on each car. All the preparatory and production expenses involved in putting on the dealer effort will be paid out of the company's contribution. After all the overhead expenses of the campaign are paid, the remainder of the company's proportion of the fund will be spread among Chevrolet dealers, prorated, for additional advertising space.

Generally speaking, if there is a newspaper, large or small, in a town or district where a Chevrolet dealer is operating, it will form the nucleus of the dealer advertising effort in that place, with the addition of poster advertising. In a few isolated cases, where the dealer handles only a few cars, most, or perhaps all, of the advertising will be done in newspapers.

With the exception of the large cities where there are numerous dealers, the dealer's name and address will appear in each newspaper advertisement. The dealer's name will appear also on the posters excepting in the larger cities and in posting districts. In these districts, the posters will carry the general imprint "A Dealer Near You to Serve You," thereby giving all Chevrolet dealers in the district equal advantages.

Each dealer's advertising requirements are analyzed individually so far as possible. The dealer is consulted as to the selection of newspapers in his territory and the cost of space. A careful.

The First Household Department in the United States

So far as there is any record the Boston Globe was the first newspaper in this country to print daily a page of household hints, recipes, etc., for housekeepers.

As long ago as 1880 General Chas. H. Taylor began to consider ways and means of reaching the woman reader. "One of my principles early in the newspaper business," he said, "was to get the women to reading the Globe. When I could get the paper into the home and the women reading it, I knew it would stay there."

Since October 28, 1894, the "Household Department" has been published continuously and has proved a vital factor in the success of the paper as a whole.

The fact that the Globe's Household Editor handles about 50,000 letters a year from women readers of this department is conclusive evidence of the interest and confidence which it has developed.

The continued use of copy on these pages by advertisers of household products is ample testimony to the unusual responsiveness of this audience.

THE BOSTON GLOBE

The Leader in Boston for 31 Years

TO QUOTE FROM THE PUBLISHED STATEMENTS* OF A FEW EXPERTS:

--- momentous ---

re TOWELS—"The four years, during which Cannon towels have thus been advertised through the Economist Group, have been years of substantial progress—both in sales made and in store-appreciation insured. Results prove the selling power of the merchant's favor and the unmatched influence of the Economist Group to win and hold that favor."
—N. W. AYER & SON.

re BEADS—"The response to the campaign was immediate, and the sales directly attributable to the advertising ran into figures that paid for the campaign many times. The Nelson Bead Company stepped into deserved recognition as the 'Bead Headquarters' of America, and its position in the market was vitally improved by the acquisition of 2,000 dealer accounts spreading from coast to coast."
—ROBERT HAMILTON Corporation.

re UNDERWEAR—"It was our privilege to plan, prepare and execute the Twin-Button advertising campaign for 1924, and it has been our pleasure to see the sales of this garment increase 300% in a single season, a season generally considered adverse to such an undertaking. The importance of the Economist Group in this successful accomplishment cannot be emphasized too greatly. Department stores which heretofore had been only lukewarm eagerly stocked and sold the Sealpax garment. Effective distribution was obtained through the Economist Group, which insured the success of the consumer campaign which followed."
—CECIL, BARRETO & CECIL, Inc.

re SPORTS WEAR—"In the preparation of Golflex advertising we have had the inspiration of good merchandise and the encouragement of its ready acceptance by the trade. While the former has

been our client's invaluable contribution, much of the latter has depended on the respect leading trade publications have built for themselves with their readers. The part the Dry Goods Economist has played is—in our opinion—especially important."
—FEDERAL ADVERTISING AGENCY, Inc.

re WASH FABRICS—"It has been our privilege to originate and execute the kind of advertising which has not merely made buyers respond most profitably in the usual ways, but has also made them eager to sit down in the Wm. Anderson showrooms and write out their orders. In accomplishing this, the splendid sales power of the Economist Group has been a most effective factor, adequately justifying its maximum use."
—WM. IRVING HAMILTON.

re KNIT UNDERWEAR—"Utica Knit Underwear is known to more stores as a major article of steady revenue than ever before and this has contributed benefits to every division of the business, mainly selling. If this isn't in a large sense, due to intelligently presenting these lines to the readers of the Economist Group, then common-sense in advertising hasn't a leg to stand on."
—JOHN THOMAS MILLER.

re SAFETY PINS—"Each advertising dollar has been made to produce. Each advertisement has been definite and for a specific purpose, with results that follow:—A great increase in the number of wholesalers handling Clinton—Hundreds of dealers now buy and sell twelve-gross units instead of three. All of them have turned a convenience item into an exceptional profit producer.—And secured additional sales to customers who come for other articles."
—RUFUS BRADFORD BURNHAM.

*The complete book "26 REASONS" will be sent on request
—An interesting series of success-stories from and by agencies

re WOOLEN FABRICS—"In the promotion of Bochemann Fabrics, the Dry Goods Economist served to round out our plan in admirable fashion. We found that it kept constant and refreshing contact with a selected, earnest group of merchants. It formed the nucleus of business paper advertising in a many angled campaign considered highly successful."

—O'CONNOR-GROSSE.

re HOSIERY—"Knowing from long experience the necessity for trade acceptance and trade co-operation, the Ipswich Mills used the Economist Group to 'tell the story' to important wholesalers and retailers—quickly, clearly, resultfully. The power of such direct, logical advertising is evidenced in part by widespread distribution today all over the country, and especially by the fact that in the recent dull market (fall of 1924) the Ipswich Mills have been oversold on several numbers."

—BARROWS & RICHARDSON.

re DANCE FROCKS—"Schwartz & Ehrenreich believe thoroughly in advertising, and use the Dry Goods Economist regularly to reach a most valuable market, doing so because, from their very first insertion, they have obtained definite reaction. They consider advertising in the Dry Goods Economist of primary importance."

—RICHARD FECHHEIMER.

re DRAPERY FABRICS—"Dependable quality, rich color treatment and distinctive design, the outstanding factors in this successful half-century career, are rightly the theme of the advertising to the trade. Color inserts and pages are used in the Dry Goods Economist and other business papers which, in their direct action on the retailer and decorator, are materially assisting the Stead and Miller salesmen and creating a widespread recognition of the Stead and Miller name."

—THE EUGENE MCGUCKIN CO.

re SATINS—"In the business paper field, the backbone of the campaign (Wm. Skinner & Sons) has always been the Dry Goods Economist. Year after year this publication has proved its power beyond all question."

—TRACY-PARRY COMPANY, Inc.

re STATIONERY—"We realized early the strategic position of the department store in the merchandising of stationery, and for the past five years have sent out a steady barrage to tell the foremost merchants of the country the story of this company's superior products. We cannot minimize the part the Dry Goods Economist has played in this program. Not a single insertion has this advertiser missed in the columns of this paper for the past five years."

—EASTMAN, SCOTT & COMPANY.

re KNIT OUTERWEAR—"In the early years the facts concerning McLoughlin quality, value and service were spread among buyers entirely by word of mouth. Later a select list of business papers, in which the Economist Group figured prominently, was used to broadcast the story. The keen regard in which the business papers (and particularly the Economist Group) are held by their merchant readers has greatly simplified our task."

—JAMIESON & COMPANY.

re RUGS—"Since the national advertising of Masland Argonne Rugs began appearing in the leading women's magazines about a year ago, these new rugs have been featured regularly in the Masland advertising in the Dry Goods Economist—just as other Masland rugs and carpets have been featured in Masland advertisements in the Dry Goods Economist—for more than fifteen years."

—F. WALLIS ARMSTRONG CO.



The ECONOMIST GROUP

New York (239 W. 39th St.)—Offices in ten major cities

DRY GOODS ECONOMIST

National
Weekly

MERCHANT - ECONOMIST

Zoned
Fortnightly

45,000 subscribers in 35,000 foremost stores in more than 10,000 cities and towns, stores doing three-fourths of the total business done in dry goods and department store lines

consideration also is given to choosing poster locations so as to insure the maximum effectiveness from this type of advertising.

After the dealer's needs and sales possibilities are thus analyzed and his car allotment is taken into consideration, a complete advertising program is mapped out for him. He has the whole thing set down in black and white. He knows the newspapers that will be used, the size of the space, the time the advertisement will appear, and the number of posters to be used. Each month, previous to the running of the newspaper advertisements, he receives proofs.

Under the operation of the plan, the advertising department of the Chevrolet Motor Company becomes, in actual practice, the advertising department of every Chevrolet dealer large and small. It plans the dealer's campaign; purchases and pays for his space in newspapers and on poster panels, prepares all his copy; conducts all the details of the transaction with newspaper publishers and plant owners; purchases art work and plates at volume prices; sends advertisements direct to the newspapers so they can be inserted strictly on schedule so as to tie up directly to the general advertising; has all the posters printed and sends them to plant owners; takes care of all invoices and pays all bills. In short, all the dealer has to do is to pay his quota per car and the company does the rest.

The extent of the campaign for each dealer depends upon the number of cars which the Chevrolet sales department assigns him as his selling quota for the year.

A Slogan for "Constant Comfort" Shoes

WOOD, PUTNAM & WOOD CO.
BOSTON, August 17, 1925.

Editor of PRINTERS' INK:

Please note in your editorial department records that the Ault-Williamson Shoe Company, of Auburn, Me., makes use of the following slogan in connection with its advertising of "Constant Comfort" shoes for women:

"A Foot of Comfort Means Miles of Happiness."

WOOD, PUTNAM & WOOD CO.,
A. H. WOOD,
President.

Serv-El Corporation to Do Own Manufacturing

The Serv-El Corporation, electric refrigerators, has purchased the Hercules Corporation, Evansville, Ill., metal and wood working manufacturer. This is the first step by the Serv-El company in acquiring facilities for manufacturing its own product. The Hercules Corporation had been owned by Sears, Roebuck & Company and associates.

Chicago Fuse Account for Kirkgasser Agency

The Chicago Fuse Manufacturing Company, Chicago, has placed its advertising account with George J. Kirkgasser & Company, advertising agency, of that city. An industrial advertising campaign is being planned on a new renewable cartridge fuse.

H. A. Harmon Advanced by Critchfield

H. A. Harmon, recently with the Detroit office of Critchfield & Company, Chicago advertising agency, has been placed in charge of the company's New York office. Before going to Detroit, Mr. Harmon had served in both the Minneapolis and home offices.

Illinois Moulding Company Appoints Kastor Agency

The Illinois Moulding Company, Chicago, manufacturer of Narcissus mirrors, has appointed the H. W. Kastor & Sons Advertising Company, Chicago, to direct its advertising account. Newspapers and magazines will be used.

Schulte Sales Increase

The Schulte Retail Stores Corporation, New York, chain cigar stores, had sales of \$16,710,095 during the first half of 1925. This contrasts with \$15,789,760 in the same period of 1924. Net profits, before taxes, for the 1925 period were \$2,500,837, against \$2,420,987 for the first six months of 1924.

N. B. Nelson Joins Prune and Apricot Growers

N. B. Nelson has been appointed comptroller of the California Prune & Apricot Growers Association, San Jose. He was formerly general auditor of the Sperry Flour Company, San Francisco.

Household Products Acquires Pepsin Syrup Company

The Household Products Company, Toledo, Ohio, maker of Ruby Gloss polish and Hayden's Cedar Oil, has acquired the Pepsin Syrup Company, Monticello, Ill.

How Is This For A Compact Market?

Perhaps you haven't measured the National Capital by figures of such convincing importance—



The New York Times says that—

"The greatest population density in the United States is found in the District of Columbia, which has about 7,500 people to the square mile—contrasted to the most densely populated State which has only 566."

Washington has a greater population than nine entire States.

More personal tax returns are made in Washington than in thirty-one States.

More personal tax returns are made in Washington than in any city in the country except New York, Chicago, Detroit, Boston, Philadelphia, Los Angeles, San Francisco and St. Louis.

Washingtonians pay a greater income tax than the residents of twenty-seven States.

There are more telephones in Washington per hundred of population than in any other city except Minneapolis, Los Angeles, Denver and Chicago.

There are more automobiles in Washington than in ten States combined—Arizona, Delaware, Idaho, Montana, New Mexico, New Hampshire, Nevada, Utah, Vermont and Wyoming—while the percentage of increase is greater in Washington than in thirty States.

Nowhere else is there such concentration with the prosperity which characterizes Washingtonians—that can be thoroughly covered by ONE newspaper—

THE STAR IS ALL YOU NEED IN WASHINGTON.

Send for Book of "Facts About Washington" — just issued

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

Offset helps make the Actual Sale



OFFSET labels and cartons attract the shopper—she points and says "I'll take that brand." As she entered the store, she probably passed an OFFSET window trim. In her home, she probably received OFFSET folders, booklets, and direct-by-mail which first influenced her to buy.

Call In an Offset Salesman

Learn more about the OFFSET chain of profitable advertising—direct by mail—window trims—cartons.

Phone the lithographer nearest you who operates OFFSET presses.

Published in the interests of American
Advertising by The Harris
Press Co., Cleveland, Ohio
Manufacturers of

HARRIS
offset  presses



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the Harris Atomic
leveland, Ohio
acturers of

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presse



Produced on a Harris Offset Press. Label
and carton subjects courtesy of The Piggly-
Wiggly Stores, Inc. and The Stillman Co.

"Here's The Market"

for those who sell the metal trades



IN these twelve states there are 22,900 metal trades plants which represent 73.9% of the total in the country. Obviously the bulk of the metal trades market is concentrated in this area. Likewise, and of direct bearing in regard to selling this market, is the fact that 70.5% of the circulation of *The Iron Age* is in these same twelve states.



MEMBER A.B.C.
MEMBER A.B.P.

A Step-by-Step Outline of the Way a Name Was Changed

With This as a Guide, the Advertiser Is Hardly Likely to Make Any
Slips

By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co.

FOR four years we felt that our company name should be changed. Our business was founded on the unit system of individual branches before the idea of chain stores was widely developed or even tolerated in the small towns. Local patriotism ran high and our successful policy was to prefix the name of the town to "Coal and Lumber Co." Consequently, until January 1, 1925, each unit was operated separately under its own local name. Few people knew that the local organizations were part of a large organization. In 1921 it became increasingly difficult to operate under several different names. We decided that we must bring all our units under the same name. That was definite, but we could not find the name! We waited and watched, collecting clippings, articles, ideas and future policies bearing on name changes in a separate file so that when the time came we would have a mass of valuable information and data to guide us. Several times we wavered, but references published in *PRINTERS' INK* to those concerns which had changed their names to those of their advertised products bolstered up our courage.

The serious question which confronted us was how to keep on advertising without losing the value of that advertising when our name was changed. What was the use of advertising a half dozen separate names which later would lose their identity in one entirely different? Besides, six small campaigns was like using a shot-gun on an elephant, as far as making impressions on the public consciousness. It was getting worse all the time, as we were taking on new units and now numbered eleven yards.

Then we hit on the idea of incorporating each name in the same geometric blue and white trademark design. In this way we tied all the branches together temporarily and were able to continue advertising. When our new name was adopted, we simply inserted it into the blue and white design, with which the people were already familiar, and so lost none of our advertising investment. In fact, by using this design we really prepared the way for the new name long before it came.

Anyone contemplating a name-change ought to mold his advertising so that when the transition is made, the transfer of advertising good-will is very easy. It is possible to prepare the public for a name-change years before it actually does take place, so that when the change is finally made there is scarcely a ripple.

NO ONE LIKED THIS IDEA

We had groped about blindly for a name for a long time until someone suggested that since we had been using "Comfort Coal" as a slogan for the last three years, and had impressed it fairly well on our customers, we might call ourselves the "Comfort Coal and Lumber Company." No one liked the suggestion, yet none had any better. Therefore, without any name in mind, we set down on paper all the essentials that we felt a good name should have and then adjourned with the understanding that everyone was to do some hard thinking on the subject.

Merely out of curiosity, I started to apply our name requirements, one by one, to "Comfort Coal and Lumber Company." It stood the test very well. I then had it set up in our special type-

face and went to the expense of printing fifty letterheads in our usual arrangement. The result was surprisingly good. With these letterheads before us, the executives got together again and applied all the following tests rigidly, making and answering possible objections.

Here are the requirements:

A. Advertising Value

1. It must acquaint people with the use or advantage of the product whenever seen. "Comfort" certainly means something to the American people.

2. Simple to understand. The housewife does not want a technical name. We had also to consider foreign elements who could not speak English very well. We had to appeal to all classes from the very lowest to the top, and only a simple word would do.

3. Easy to remember. It must be striking and unusual enough, despite its simplicity, to stick in the memory.

4. Descriptive of the business. Our name, "Comfort Coal-Lumber Company," tells the whole story; namely, that we sell those two important commodities for the "comfort" of all customers concerned.

5. Easy to spell. It has to be a common word which everyone already knows and is familiar with. By choosing a word that was in everybody's vocabulary we merely had to emphasize something which was already there, instead of being put to the necessity of driving home and teaching something entirely new. Besides this, whenever anyone sees the word

"Comfort" in print, he will unconsciously think of our name if we put it across properly.

6. Adaptable to all advertising mediums. Some names show off well on a large scale, as in outdoor advertising, and yet lack force for newspaper use. A name that fits in and shows up well in all forms of advertising is of general value.

7. Must be short. Physical shortness is an asset. Long names are hard to remember and clumsy for advertising adaptation. A short name has more character, can be put across more quickly and more permanently than a lengthy tongue-twister.

B. Eye Assets

1. Easy to read. The eye has a memory of its own. Many musicians memorize music by the actual visual impression the printed notes leave on their minds. The average American is prone to mispronounce, with the result that his ear memory is bad, but usually his eye memory is good. There is something about our name which leaves a good visual impression.

2. Good type appeal. Some combinations of letters just naturally seem to belong together. A name can be analyzed almost letter by letter. For example, the reason why "Comfort Coal-Lumber Company" looks well in type is that it is easy to pick out. To begin with the recurrence of "Co" three times, in the middle and on each end, gives balance to the type artistically. Then the recurrence of "m" and "r" equidistant from the centre, as well as the preponderance of round characters and the regular spacing of upper and lower type



THE TWO UPPER ILLUSTRATIONS SHOW HOW A UNIFORM DESIGN WAS USED TO TIE TOGETHER THE VARIOUS SUBSIDIARIES. THE THIRD PICTURE SHOWS THE SAME DESIGN AND THE NEW NAME

make the whole effect pleasing. If an artist sat down to sketch out a signature, he could not have arranged a better-balanced, more-pleasing-to-the-eye combination of letter forms.

C. Ear Asset

1. Ear memory. Poetry is easy to remember on account of its rhythm. A good name should scan with definite accent beats, which will make it slip off the tongue easily and naturally.

2. Alliteration: The recurrence of the same vowel or consonant sounds are considerable aids to memory. How a new name comes to the ear is a very important thing to go into thoroughly, as it is only necessary to hear some names once to remember them for the rest of your life.

3. Easy to say. It should not be unpronounceable. On the other hand, it should not be so easy to say that a careless tongue will slur it unrecognizably. There are some names which are easy to say and yet force the sayer to bite each syllable off in turn carefully, as it were, and these are highly to be desired.

4. Easy to hear. It is very difficult to catch some names; others force themselves to be pronounced distinctly, and the ear can get them the first time. Such a name is particularly valuable over the telephone, and experiment should be made of this before new names are chosen. We met some difficulty with our name on the phone at first, for we found that when our operator answered a customer's call with her rapid "Comfort Coal-Lumber Company," the customer thought she was asking: "What's your number?" This was avoided by pronouncing "fort" as in "fortress," and inserting a little pause between "coal" and "lumber." Then, too, our customers are more familiar with the new name, having seen it with their eyes, and recognize it more quickly when it comes to their ears.

As I mentioned previously, our suggested title stood each test exceptionally well. We had all thought our hardest for other new

names, and given up, so we finally adopted our former slogan for our new name. Although nobody was thoroughly sold on it then, and really did not like it at first, the fact that customers were calling up and asking: "Is this the Comfort Coal Company?" influenced us greatly. We also noticed among our foreign trade that no one ever called us the "Hackensack Coal and Lumber Company," it was either the "Coal Company" or the "Lumber Company," and sometimes "Coal'Lumber," an Italian elision, which didn't sound bad. We decided therefore to drop the "and" and bring the two words together with a dash.

Anyone contemplating a name change ought certainly to go around eavesdropping among his trade to see how the rank and file repeat his name. He will find it abbreviated, slurred and butchered, but he will get some good ideas. It has been gratifying to us to hear our full name used more and more. If it is cut short, we are usually called the "Comfort Company," which is not objectionable, since we cannot possibly be confused with any other coal or lumber company.

With the new name chosen, there followed the task of thinking over everything which the change would affect. For months ahead, whenever someone had an idea of one particular item which would need attention in connection with the name change, I jotted it down on a list which later proved invaluable. This list ought to be of use to others. It is given following in abbreviated form:

1. Time to change. The first of the calendar year, i.e., January 1, has many advantages. Another logical time to put the change into effect is if there is a financial reorganization.

2. Stationery. It would be wise to jot down a list or gather a sample of every form the business uses and line up the new-name printing long before the actual change takes place.

3. Motor Trucks. If these or salesmen's automobiles are used,

great care should be taken to get the licenses straightened out. Of course, the name change must also be made on the trucks and cars.

4. Stamps and Seals. These are most likely to be forgotten.

5. Directories. In all these, it is good practice for the first year or so to show the company under both the new and old listing so as to prevent confusion or doubt. If the trade association to which the business belongs has a membership list, care should be taken to have the company appear in both places.

6. Credit Agencies. You can make up your mind that the minute people you are buying raw materials or stock from hear of your name change, they are going to wonder whether there has been any change of ownership affecting your credit risk. Upon your first order after the change, they will immediately write to Dun or Bradstreet, not finding your new title in the rating book or a report. A page or so covering just what the change involved might be written and held ready to send them, for if they do not ask for it your bank will and they should have the facts of the transaction or transition, anyway.

7. Advertising Material. Every bit of printed material, as well as cuts, etc., will have to be examined and changed when necessary.

That takes in the majority of the items to be considered prior to the change. These taken care of, there remains only to put into operation the actual machinery of advertising which is to sell the new title to the public.

Our position as distributors demanded that we sell, not only our customer public, but also the manufacturers who are our sources of supply. It is just as important that the wholesale trade know all the facts of our change as those to whom we actually sell merchandise. We used all the recognized branches of advertising.

1. Direct by mail. We took all our letterheads to the printer,

had him run double lines through the old name and print the new name above it. This emphasized the fact that we were making a change and a form letter explained the change briefly. The letter was mailed to all of our customers, all the manufacturers, wholesalers and jobbers we buy goods from, so that both buying and selling would be facilitated under the new flag. This further accomplished the purpose of using up the old style letterheads and envelopes and enabled us to start using our new letter-head immediately, without any waste.

2. Newspaper advertisements. These announced the change quickly.

3. Enamel truck signs. These new enamel signs were put on both trucks and salesmen's automobiles, with the result that the name was spread through the streets quickly.

4. Posters. We featured our blue and white diamond insignia on 24-sheet posters.

5. Novelties. We used small golf pencils, white caps and carpenters' aprons, all carrying our blue and white trade-mark, with considerable success.

6. Painted Bulletin-Boards. We had already gone into these quite heavily. At the time of the name change, we were fortunate in having fifty-two bulletins, a few wall panels being included in this number. Instead of painting out the old copy on our board entirely and replacing it with new, through no particular cleverness of our own, we hit upon the idea of priming out from "Hackensack Coal & Lumber Co.," the "Hackensack" and the "&" leaving the other words standing for the space of a week or more until the paint dried. During this time, everybody who had seen the boards before was wondering what was coming next, so that when the "Comfort" and a hyphen were inserted a lot of curiosity was satisfied.

One thing we almost forgot—to tip off our salesmen and office forces in due time so that they would know the story of the

Q Beautiful typography
is always more effective
because of its contrast
with mediocrity. That
is why they always say
Bundscho composition is
"beauty with a wallop"



J. M. BUNDSCHO, Inc.
Advertising Typographers

58 E. WASHINGTON · 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

To Avoid Advertising Waste

Go into the cities with your costly ads in the weekly field—that's where the buyers of Advertised Products live



74% of the income tax returns; 57% of the motor registration other than Fords and 49% of the total; 47% of the population of the United States are contained in 7% of the counties; 78% of Liberty's circulation is in this field.



LIBERTY is the advertising sensation of today. More advertisers and agents discuss it than any other publication.

America's foremost advertisers are represented in its columns.

Publishing history fails to present a parallel to approximate it.

Now, in your interest and ours, please let us tell you why:

First . . . Liberty circulates where people with the spending habit, and the money to gratify it, live.

That's in the important centers where the big purchasing power of the nation rests. Where the major percentage of advertised products are sold. 74% of Liberty's circulation is in cities of 25,000 and up.

Second . . . It, for the first time, "Meets the Wife, Too," in the weekly field. And 85% of all advertisable articles are influenced by women in their sale.

48% of Liberty readers are women. Every article appeals alike to men and women. And that means a 100% reading in the home.

Third . . . No ad in Liberty is "buried." Every ad is given full position, next to reading matter.

Thus, in three important ways, Liberty cuts advertising waste.

The waste of appealing to readers who cannot or will not buy your product.

The waste of not reaching women with costly ads in the weekly field.

The waste of "buried" ads, passed unseen by readers.

Relieve even an ordinary advertisement of those three wasteful factors and multiplied results will surprise you.

Liberty

A Weekly for Everybody

CHICAGO
Tribune Square
Phone, Central 0100

NEW YORK
247 Park Avenue
Phone, Ashland 3710

LOS ANGELES
406 Haas Building
Phone, Metropolitan 3172

change and be able to explain it. It was certainly confusing, at first, to hear a person unconsciously answer the old company name at the telephone. It seemed as though the new name would never take its place, and yet only six months have passed and the old name is largely forgotten while the new one comes to our tongue just as readily as did its predecessor.

When we brought in one of our newer units, an old-time business man told me he thought it would be a great mistake to change the name because people had been using that old name for thirty-five years and would never get used to anything else. Our advertisements announcing the new name were released in the newspaper on Saturday and on Monday checks began to come in made out to the order of the "Comfort Coal-Lumber Company." Nothing could better prove the immediate power of advertising.

Will Guide Trade Practices in Men's Clothing Industry

EIGHTEEN manufacturers of men's clothing and eighteen retailers will, in a large measure, direct the future conduct of the men's clothing industry insofar as the industry concerns itself with the elimination of bad practices, the avoidance of waste and the promotion of higher ethics. This committee was appointed August 25 at the twelfth annual convention of the National Association of Retail Clothiers and Furnishers in Chicago. Although the association is composed principally of retailers, about seventy manufacturers belong to the educational division as associates.

The committee of thirty-six was appointed at what Ray E. Bigelow, of Seattle, president of the association, declared was an epochal session for the clothing industry. At least two meetings of the committee are to be held each year.

It will be the aim of the committee to provide practical ways

by which the various branches of the men's and boys' apparel industry may co-operate in educational work leading to the establishment of scientific methods of business operation, to do away with wastes in the industry and to correct or eliminate unethical trade practices. One of the first steps that the committee will take will be to consider plans for an arbitration board.

The eighteen manufacturers chosen to serve on this committee are:

Clothing, J. G. Hickey, Hickey-Freeman Co.; Paul Feiss, Joseph & Feiss Co.; Ludwig Stein, B. Kuppenheimer & Sons Co.; William Goldman, Cohen, Goldman & Co.; *Boys' and Children's Clothing*, Louis Jaffe, L. J. & C. D. Jaffe Co.; *Hats*, F. H. Montgomery, Knox Hat Co., and Frank H. Lee, Frank Lee Hat Co.; *Underwear*, Robert S. Cooper, Cooper Underwear Co.; *Shirts and Collars*, Jules Leeds, Manhattan Shirt Co.; *Pajamas and Nightwear*, F. E. Bissell, H. B. Glover Co.; *Knitted Outerwear*, J. J. Phoenix, Bradley Knitting Co.; *Work Clothing*, H. T. Davenport, Sweet-Orr & Co., Inc.; *Gloves*, Walter Gerhardt, Hanson Glove Co.; *Neckwear*, Ben Mayer, C. Stern & Mayer Co.; *Uniforms and tailors-to-the-trade*, M. Weintraub, Hirsh, Weintraub Co.; *Trousers*, H. F. Sweetser, Dutchess Manufacturing Co.; *General Furnishings*, Edward M. Skinner, Wilson Bros., and *Miscellaneous*, S. R. Hickok, Hickok Belt Co.

Maryland Newspapers Appoint Representative

The Devine-MacQuoid Company, Inc., New York and Chicago, publishers' representative, has been appointed national advertising representative for the recently formed Maryland Select List of Newspapers. The list includes: Annapolis *Capital* and *Maryland Gazette*, Cambridge *Banner* and *Record*, Cumberland *Times* and *Alleganian*, Hagerstown *Globe*, and the Salisbury *Times* and *Wicomico News*.

Campaign Planned for Insecticides

Andrew Wilson, Inc., Springfield, N. J., maker of insecticides and plant sprays, is planning a magazine and newspaper campaign for 1926. W. I. Tracy, Inc., New York advertising agency, will direct this advertising.

A. F. Butterfield Dead

A. F. Butterfield, advertising manager of the Houston, Tex., *Press*, died recently at his home in Houston. He was accidentally electrocuted. Mr. Butterfield had been with the *Press* for six years.

Find the Hidden Weakness in Your Business

Then Strengthen It and Another Source of Waste Will Have Been Eliminated

By A. H. Deute

General Sales Manager, The Borden Company

IT took a million or more dollars' worth of advertising to get me interested. It took a high-salaried salesman several months' work to make the sale. And the product itself lived up to advertising and sales claims.

Now it is time to replace that car with a new one. I ought to buy from the same company.

But I will not do so. Unreasonable? No doubt!

But, nevertheless, the good advertising campaign and the good salesman and the good car, all put together, can't overcome an unreasonable feeling.

And therein lies a tale.

An advertising campaign that ran into millions over a period of years wedged the message into my mind. Gradually, I developed what advertising men call "consumer acceptance." I did not read a certain advertisement about that particular motor car and, because of the logic of the argument, immediately get up and go to that car's agent and place an order. But, over a period of time, a long series of advertisements prepared me for the strong arguments of an obviously high-salaried salesman. It was flattering to be called upon and worked upon by such a highly paid representative.

That salesman worked many long hours to get me interested. Even then, I was not ready to buy. He had to keep close to me for many months, so that I would not grow cold. Otherwise, a competitor might close a deal for another car just at the right moment. Finally, after months of watchfulness, he brought about a successful close. I bought the car.

It proved to be a good car. However, as is the case with all cars, this one needed occasional

tightening and adjusting. So it went into the service station maintained by that company.

The first time it went in, a favorite wrench disappeared. I did not notice it until the next day. When I blamed the service station, they pointed out the fact that it might have been taken since they had the car. There was nothing to be said. However, I felt a little unfriendly.

A month later, there was a new spotlight to be installed. The service station undertook the job. The car was delivered and I took it into the country. The lights went out suddenly. It was a dark night. Finally, after an hour or so of putting around, it developed that the mechanic had failed to make the wiring connections tight. The car and its makers, from the president down, were thoroughly condemned.

Over the period of a couple of years, a half dozen little annoying incidents occurred in that service station. Looking back upon them, I am willing to admit that they were perfectly human errors. But when I thought I needed a new car I bought one of another make.

* * *

There is an old story about the methods used in a certain insane asylum for testing the sanity of inmates. It may not be a true story, but it illustrates the point. The story is to the effect that one of these tests is to set before the inmate a large empty barrel and alongside of it a large barrel full of water. The inmate is handed a gallon pail and told to fill the empty barrel from the full one.

The bung-hole of the empty barrel is left open purposely and the bung laid alongside the opening. The idea is that if the inmate

Announcing a C In England a

IF you sell by mail or through drug and department stores, this agency has complete facilities for serving you in England and France.

Not only are we equipped to handle your advertising in these markets (at the usual agency terms) but, in addition, we have contact with complete organizations in both countries for handling sales.

This means that a manufacturer may now test the English and French markets for his proposition at very little expense and with no difficulty whatever on his part. All he need do is furnish us with the merchandise. We will handle everything from that point on.

In the drug and department store fields, in both England and France, we have close connections with all of the leading stores.

We have thoroughly tested every mail order medium in both England and France. We know the pulling power of each publication as thoroughly as we do in this country. And

Ruthrauff & Ryan, in

New York: 136 We

Chicago: 225 North Mic

13 and 15 Rue Taitbout
PARIS, FRANCE

g a Complete Service nd and France

we know the kind of copy that produces best results.

Before offering this service to American advertisers generally, our foreign organizations were functioning for some time. Already we have a number of substantial successes in these markets to our credit. One of our clients, for instance, in less than a year has become one of the biggest successes in a certain type of drug store merchandise. Another, whose product is sold through department stores, has become the acknowledged leader in his field.

Just as we have increased our organization and facilities in this country, so have we effectively gone into these two foreign markets.

We believe England and France now offer splendid opportunities to many American manufacturers. If you are interested, may we not tell you more about them, and about our clients' experiences abroad? An inquiry, of course, involves no obligation.

an, inc. ADVERTISING

: 136 West 31st Street
North Michigan Avenue

3 Lower John Street
LONDON, W. 1

knows enough to see the open bung-hole and note the bung on the floor and plug the hole before he starts pouring water, there is some hope for him. But if he goes happily on, pouring water from the full barrel to the empty barrel and all the time the water is running out of the open bung, then there is plainly no hope.

* * *

In Portland, Oreg., there is a very successful department store. I used to work there, wrapping packages in the mail-order department. It used to be a topic for conversation among us \$5-a-week boys to try to decide why Sol Lipman, Selig Wolf, Bill Lipman and I. N. Lipman were spending so much time on the floor talking with customers. We told ourselves that if we ever had a store of that kind, nobody would catch us puttering around among the counters.

One day, the curiosity became so keen that I was delegated to satisfy it. I asked Sol Lipman why a man of his years and wealth spent so much time walking about the store and talking earnestly with a customer who might be buying forty cents' worth of hair ribbon.

"Because," was the answer, "we spend a great deal of money bringing people into the store. We send our buyers a long way to provide the right merchandise. And when we do all that, we can't afford to let the customer have anything but that kind of service and attention which will make her glad she came in, will put her into the mood to buy and send her away in the frame of mind that will bring her back to us when she is in need of something we have to sell."

* * *

The maker and seller of a farm machine was putting a good many thousands of dollars annually into advertising to farmers. He seemed to get plenty of inquiries, but the sales resulting from those inquiries were not satisfactory. For several seasons, he expressed his dissatisfaction to his advertising agent. The agent pointed out the number of coupons returned. "Yes, that's all right," was the answer, "but coupons aren't orders. Maybe you

can write advertising that attracts curiosity seekers, but it isn't bringing in the checks."

Another advertising agent was given the account. When the new agent's copy began to appear, the retired agent could not help expressing his disapproval of the copy and pointed out its weaknesses to a friend. But the advertising kept running and the business in the machine picked up.

The inside story of the incident is this: The contact man for the new agent used to be a stenographer and general correspondent. He knew of at least one place to look for trouble. So even before the new copy began to run, this contact man undertook to spend a week in the little department where coupons were received and followed up.

He found that a young woman typist, looking forward to getting married in a year or so, was taking the coupons as they came in, sending out the catalogue and also mailing out letter No. 1; then, two weeks later, letter No. 2, and three months later, letter No. 3, which began: "We are surprised to note that you have not yet placed your order," etc., etc. And there the trail came to an end.

The agency went to the head of the business and proved to him that if the new campaign was to be a success, a thoroughly capable man, a first-class salesman by mail, had to be installed in that department. The head of the company balked at paying such a man \$5,000 a year, but finally agreed to \$3,000 and a commission on all mail orders traceable to returned coupons.

The result was immediate and marked. In fact, that new correspondent took scores of old coupons, "warmed them up" again, and turned many an old, retired inquiry into an actual sale.

The new agency's copy was no better than that of the former agent. There are people who say it was not as good. But the business came in and the client was pleased. It would be hard to pry that client from this agent.

All of this brings us to the point

where we may well study carefully those minor details which are all too frequently overlooked when we come to consider the possibilities of a sales and advertising campaign. Over and over again, a big advertising and sales campaign is only partially successful because some minor detail of the plan has been overlooked or neglected.

There are a hundred and one things, entirely aside from the copy and the mediums and the sales force, which can go far to make or mar the success of a campaign. Here is where the sales manager, vitally interested in results as a whole, can prow around, looking for new or hitherto undiscovered weaknesses. The interesting part of the job is that when the sales manager does find an obvious weak spot and gets it thoroughly strengthened, he may be sure that he can keep right on looking, because ninety-nine chances out of a hundred there is, just around the corner, some other weakness which can be hunted out and corrected.

New Export Sales Organization Formed at New York

Maas & Sonneborn, Inc., is the name of an automotive export business which has been organized at New York by Peter Maas and Herman Sonneborn. Mr. Maas was formerly export manager of the Swift Cycle & Motor Company, Ltd., Coventry, England. For the last ten years he has been engaged in the automotive export trade in this country. Mr. Sonneborn had been a special representative during the last nine years for *El Automovil Americano* and the *American Automobile*, (Overseas Edition).

Newspaper Campaign for Ohio State Fair

Full page advertisements in Ohio newspapers are being used in a campaign to promote attendance at the seventy-fifth annual Ohio State Fair which is to be held at Columbus, Ohio, early in September. The slogan of the campaign is, "No state so fair, no fair so great."

Cleaning Powder Account for Clarkson A. Collins, Jr.

The Barnsdall Products Corporation, New York, manufacturer of "Be-Bright" cleaning powder, has placed its advertising account with Clarkson A. Collins, Jr., Inc., New York advertising agency. Newspapers and magazines will be used.

Just Like an Old-Fashioned Suit of Clothes

H. C. BOYESON Co.
ST. PAUL, MINN.

Editor of PRINTERS' INK:

Have tried without success for several years to persuade an old customer friend of mine that he really deserved a new and more impressive letterhead, both as to style and quality of paper. Customer friend says no, that it would be a mistake to change now. He admits his present letterhead is very poor and could be improved vastly. What is your opinion on the advisability of changing this firm's letterhead? This firm manufactures a special line of machinery with great success.

H. C. BOYESON Co.

IT is doubtful if any advertiser today would think of using for current campaigns a style of copy that was used fifteen or twenty years ago. Only a few advertisers, through notions of consistency and memory value, still cling to the same package designs used two or three decades ago. Yet a number of advertisers cling to old-fashioned letterheads because they think that customers and prospects identify the company by its letterhead and that this memory identification is invaluable.

This argument is two-edged. If the same advertisers will carry the thought a step farther they will realize that while the identification value is still present, the company is being identified by a poorly conceived and unimpressive letterhead. Bearing this in mind, the majority of successful advertisers today make their letterheads as up to date and as effective as their latest advertising copy.—[Ed. PRINTERS' INK.]

Edwin L. Sullivan to Join "Insurance Field"

On September 15, Edwin L. Sullivan will become vice-president and business manager of *The Insurance Field*, Louisville, Ky. He has been advertising manager of *The Home Insurance Company*, New York, for the last five years.

Miller Rubber Shows Profit

The Miller Rubber Company, Akron, Ohio, tires and rubber goods, reports a net profit, after charges, of \$2,048,343 for the six months ended June 30.

A Man-Sized Market A Man-Sized Copy-Job

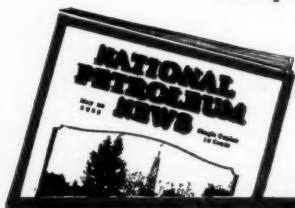
*—and Man-Sized Competition
for Advertising Attention*



Don't leave
it to the
Office Boy

YOU are not batting in the bush leagues when you advertise in *National Petroleum News*. The Oil Industry is too big a buyer to entrust to cub copy, even if the space-cost seemed to justify it — *which it most assuredly doesn't*.

If the advertising pages were poorly designed and filled with commonplace copy, busy oil executives wouldn't bother with them. The fact that readability, interest and artistry are consistently and dependably high, because of expert handling, means maintained reader-attention and exceptional reader-response.



NATIONAL PE

That there is active recognition of the high quality of the advertising in National Petroleum News is proved by the repeated comments we get from our readers.

To get your oil-industry advertising before the eyes and *to the thoughtful attention* of the men who control the buying, publish it where the most effective advertising to this field is printed—in NATIONAL PETROLEUM NEWS.

In the pages of the *News* you travel in the company of seasoned advertisers whose individual investments—(the average agency-handled contract is for \$2722.70*)—are sufficiently large to demand and get expert creative work.

NATIONAL PETROLEUM NEWS
812 HURON ROAD CLEVELAND, OHIO

District Offices:

TULSA, OKLA. 608 Bank of Commerce Bldg.
CHICAGO 360 North Michigan Ave.
NEW YORK 342 Madison Avenue
HOUSTON, TEXAS 608 West Building
Member: A. B. C. Member: A. B. P.

*Exclusive of color. With color-costs included the average exceeds \$3000.

NATIONAL PETROLEUM NEWS—weekly newspaper of the Oil Industry and vitally necessary tool of its active executives—not only carries the largest dollar-volume of advertising ever carried by an oil publication but also puts this advertising before the largest paid circulation ever attained in the oil industry, and not a single subscription a single day in arrears.

To Help Advertisers and Agencies

maintain the high interest and attractiveness of N. P. N. advertising pages, we are glad to render active co-operation in the form of copy counsel and illustrative assistance, the latter backed by a remarkably extensive file of typical field and installation photographs, maintained for the benefit of N. P. N. advertisers.

TROLEUM NEWS

Court Action Against Substitutors

Vacuum Oil Company and National Better Business Bureau Start Fight to Reduce Substitution

*Washington Bureau
of PRINTERS' INK*

APRELIMINARY skirmish in a nation-wide battle against substitution occurred on August 21, with the filing of a suit in equity in the Supreme Court of the District of Columbia. And although the court action against an alleged substitutor failed, there is every promise that the fight will be carried on to a finish.

The suit was brought by the Vacuum Oil Company against one of the largest chains of gasoline filling stations operated in Washington; but the action was by no means an individual effort. It was merely the first shot of a carefully planned campaign against substitution, launched by the National Better Business Bureau.

The preliminary investigation which led to the suit was conducted under the supervision of the local Better Business Bureau and with the full co-operation of the national organization. Last Thursday, Louis Rothchild, acting director of the Washington bureau, assured a representative of PRINTERS' INK that the adverse decision in the Vacuum case would not affect the plans for future operations, and explained the activities of the campaign.

"For a year or more," he said, "Better Business Bureaus in most of the States have received a rapidly increasing number of complaints from the public regarding substitution. These complaints dealt with the substitution of inferior goods not only for advertised brands of automobile oils and greases, but also for many kinds of standard merchandise.

"From a number of national advertisers in various lines who are vitally interested in the subject, the Vacuum Oil Company was selected as the principal factor in the campaign for several reasons. In the first place, the records of the bureaus show that substitution in the field is both flagrant and

widespread. Secondly, the public is particularly interested in necessary automobile supplies. And then it is important for automobile owners to secure the crank-case oil recommended by the manufacturer.

"The cost of the campaign is being shared by the Vacuum Oil Company and the National Better Business Bureau. Washington was selected for the beginning of the campaign because of its national character. The Vacuum Oil campaign will be extended to other cities as rapidly as possible, and when it is completed it is expected that the National Better Business Bureau, in co-operation with advertisers and local organizations, will carry on the fight in other lines."

HOW EVIDENCE WAS OBTAINED

In gathering evidence, members of Mr. Rothchild's organization and representatives of the Vacuum company drove a car to various filling stations and bought samples of crank-case oil. In every instance, Mobiloil, a product of the company, was asked for. The car was equipped with a special device, and when oil was poured into the crank-case tube it was deflected into a concealed can. After each sample was secured, the can was removed, properly attested by the witnesses present when the sample was purchased, then sealed and delivered to a firm of chemists for an analysis of its contents.

In all, about fifty filling stations were called on. At about half of them the investigators were informed that Mobiloil was not carried, and no purchases were made. At the rest of the stations, twenty-six samples were secured, and twenty-one of them were found to be substitutions.

It required about six weeks for the investigators to gather the evidence in this way, and then the suit was prepared. The name of the Better Business Bureau did not appear in the case, because the

law requires that suits of the kind be brought in the name of the injured party only, and the bureau had no direct or financial interest.

The case was tried on August 24. And the court denied the Vacuum company's motion for a temporary restraining order against the defendant. The ground of the decision was that the preliminary showing made by the plaintiff company was not sufficient to warrant the court in issuing an injunction. But an amended suit was filed on August 28, by the Vacuum company against the same defendant.

One phase of the case illustrates the sinister influence of the public's general belief regarding free publicity. According to a report of the trial by a Washington newspaper, one of the attorneys for the defendant company is quoted as saying that the answer of the defendant alleged that the suit was in fact an attempt by the Standard Oil interests to use the courts for advertising purposes in stifling competition, and made the claim that the Vacuum company had caused newspaper accounts of the investigation and charges to be published in many instances.

INVESTIGATION NOT A PUBLICITY STUNT

In speaking of this phase, Mr. Rothchild said:

"As far as we have learned, no attempt has been made by the Vacuum company to use the results of the campaign for free publicity purposes. News of our conclusions regarding the investigation were given to all reporters who called at the office of the bureau, and in several of the stories the name of the company was not even mentioned.

"Of course, when the suit was filed it became a matter of public record, and the Washington papers carried a rather complete account of all particulars, just as they would have done in the matter of any other suit of similar importance to the public.

"At our first meeting with the representatives of the Vacuum Oil Company, it was distinctly understood that the investigation was not

to be considered as a means of securing free publicity. It is our conviction that the company had no thought of such a thing, and that it has not used our findings in any ulterior way. At the outset of the investigation, we made our position clear, and explained that we were the representatives of the public.

"That the company is acting in entire good faith is proved, I'm sure, by the fact that it has bought full pages in all of the Washington papers, and has stated its side of the case with paid, display advertising. In this advertising it merely warned the public and presented the facts revealed by the investigation. It did not even mention the name of the defendant in the suit, and I assure you that the defendant company was not the only one involved in the investigation.

"The advertising, in my opinion, will have an excellent effect. It places the facts revealed by the investigation before the public in a forceful and convincing manner.

"From the experience of this first case we have learned just what evidence will be required in the future, and I do not believe that we shall lose any more cases. We have been repeatedly advised that the investigation already is having a tendency to reduce substitution in other lines, and there is an abundance of evidence to show that it is almost as serious in a number of other lines as it is in the oil business.

"Complaints reaching us from the public and our own investigations show that substitution is a serious factor in the sale of battery services, mattresses, and a long list of well-known, advertised products. The known facts indicate that practically every national advertiser of any consequence is paying heavy and costly tribute to the substitutes. One of the largest national advertisers recently assured us that a survey and estimate recently made by the company strongly indicated that if it could eliminate substitution on its products it would have to double its capacity to take care of the demand."

FLORIDA

TELEPHONE MURRAY HILL 6287

The Gateway to Golden Markets

THE Peninsular Publishing Company of Tampa, Florida, has established offices in the Vanberbilt Concourse, 52 Vanderbilt Avenue, Suite 1613-1614. Here information can be had about Suniland, the phenomenal magazine of Florida, and the Packing House News, with its nation-wide appeal to growers of fruit and vegetables. Both magazines are vital, throbbing with the new life and vigor of conquering ideas and ideals—wayshowers.

You are cordially invited to make use of the facilities of this office where any reasonable question about Florida will be answered. The publishers and an able staff of experienced men in every department of the work of the Peninsular Publishing Company are representative of the new spirit of development which is making this great empire comprising fifty-eight thousand, six hundred and sixty-six square miles one of the greatest markets in the world for manufacturers who are national advertisers, and a production area of vital importance to the whole country.

600,000 homes will be built in ten years in Florida. Five billion dollars will be spent on buildings and improvements of every character.

In Florida the organization at the service of manufacturers and advertisers comprises the following staff:

R. S. HANFORD, O. FOERSTER SCHULLY, *Managing Editors*

M. J. DOWLING, *Advertising Manager*

W. K. H. SHAFTO, *Circulation Manager*

L. E. WARFORD, *Assistant Advertising Manager*

Advertising Representatives

J. M. SCHLOENBACH

B. E. BARNES

RICHARD J. SLOMAN

N. K. CONCANNON

C. C. McKINNEY

M. D. HENDRICKSON

GIRARD HAMMOND

H. D. HASCALL

GEORGE A. PHELAN

Jacksonville Office, 22 Laura St., Jacksonville, Florida.

Miami Office, 215 Hahn Building, Miami, Florida.

PENINSULAR PUBLISHING COMPANY

Warner Building, Tampa, Florida

B. C. SKINNER, *President and Treasurer*

THOS. W. HEWLETT, *Vice-President and Manager*

M. W. LLOYD, *Secretary*

SUNILAND

The Magazine of Florida

ALL FOR FLORIDA — FLORIDA FOR ALL

THE success of Suniland Magazine during the past year is one of the really phenomenal records in magazine history. No regional magazine of a general character has approached the circulation and volume of business carried in the first year of its existence.

With a wise and conservative editorial policy it is helping to establish confidence in developing Florida and has gained support of a large proportion of the active enterprises and organized commercial bodies of the state.

A guaranteed circulation in October of sixty thousand. It presents a table of contents of great interest and importance to all who are in any way concerned with the present and future development of this great state.

Standard in size, with art covers in colors. Circulation is rapidly extending to every part of the country.

The Packing House News

*The Only Fruit and Vegetable Packing
House and Scientific Marketing Journal
in the World.*

THE PACKING HOUSE NEWS is recognized as the only journal devoting its entire contents under the direction of competent experts and authorities in its field to the proper methods of packing, shipping and marketing of fruits and vegetables.

Circulation is national—This is not a Florida Magazine. Printed on good paper. Art covers in colors. An invaluable aid to every one in the fruit and vegetable business.

The loss from waste and imperfect methods of marketing runs into many millions of dollars annually. This in time can be largely overcome with the advice and information furnished by THE PACKING HOUSE NEWS.

NEW YORK OFFICE:
PENINSULAR PUBLISHING COMPANY
52 VANDERBILT AVENUE, NEW YORK

THOS. W. HEWLETT
Vice-President and Manager

GEORGE B. GALLUP
Manager of Foreign Advertising

WILLIAM KIDWELL HUTSON
Manager of Production

Added Sales Possibilities!

Many manufacturers have often wanted to try mail-order selling for one or more of their products.

Leading the field of mail order publications in advertising volume, and in hundreds of instances in results, is the

Household Journal

with 700,000 net paid circulation. This is principally in the villages and rural districts of such rich states as Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska.

The Household Journal will give your product a fair mail-order trial.

\$2.75 the agate line, \$1,550 the page. Copies of the magazine and further information gladly sent on request.

The **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

A Business That Lifted Itself By Its Own Bootstraps

Built by Catering to Roadside Stands and Resort Stores

By Martin Hastings, Jr.

IF you have done much motoring through New Jersey, New York, Connecticut, Pennsylvania or Delaware, you surely have noticed the Kree-Mee Fudge signs. These signs are a most persistent current note in the rural landscape of these five States. The peculiar character of these signs is one reason why they stick out. The words "Kree-Mee Fudge" is painted in white on black oilcloth. The letters are made in an odd back-handed way which lifts them into prominence on their black background.

Another reason for the omnipresence of the name Kree-Mee is the fact that the product is distributed almost as intensively as are the signs. To the observant motorist it would seem that this fudge is on sale every few hundred yards along the public highways. In some parts of New Jersey "every few feet" would be no exaggeration.

This is a new business. It is now in its second year. Ordinarily such a young business has not accomplished enough or established itself solidly enough to justify an article in *PRINTERS' INK*. But in one respect at least this infant concern has done enough to make us pause for a few moments to derive an object lesson from its methods.

This particular accomplishment lays in the direction of getting distribution. It is remarkable that such a small business, with practically no capital, should already have distribution in five States. In part of this territory its distribution is highly intensive. To tell how it got this distribution is the purpose of this article.

It is an undisputed fact that the success of a popular-price, staple article is likely to be measured by the intensity of its distribution.

Wrigley's gum is an example. A person is not likely to "walk a mile" to buy chewing gum. The chances are that it is usually bought because the buyer of it finds a display of it under his nose. Wrigley's success is due to the fact that his distribution is so widespread that any person in a day's journey is likely to find many opportunities to buy gum, no matter how remote or isolated may be the scene of his journeyings. For years I have been trying to find a food store where Campbell soups are not sold, but have not yet succeeded. No doubt there are some Campbell-less stores, but I have never found one. I have run across a few grocery stores where National Biscuit Company products were not handled, but not many. The same thing could be said of several other well-advertised products. They are almost universally distributed. Whether their extensive sales are due to their thorough distribution or to the advertising which backs them up, is a matter of no moment. The fact is that advertising is handicapped unless there is proportionate distribution. On the other hand, the getting of distribution is difficult without advertising.

This abstruse proposition can be made less abstruse by studying the Kree-Mee Fudge business. But let us get back to the beginning and tell the story as every story should be told—chronologically.

William C. Jensen, the founder of the business, had been in the employ of a curb brokerage house for twelve years. It was the only job he ever had. This house failed two or three years ago, when so many brokerage firms failed. When this happened Mr. Jensen's world dropped out from under him. It took him some time to find his bearings. In trying to

find them he was seized with a desire to go into business for himself. But how could he? He had very little money. Even if there was money, what kind of a business should he choose?

He decided that there were possibilities in his wife's fudge. He had Mrs. Jensen make a few pounds. He then strapped a tray around his neck and went out on the Morris turnpike near his home at Summit, N. J., to bid for the patronage of passing motorists. It was Sunday, so it didn't take long to sell out his stock. The experiment assured Mr. Jensen that fudge could be sold in that way over the week-end, but he wasn't sure about the feasibility of the plan for the week days, when motor traffic is likely to be bent more on business than on frolic. So Mr. Jensen decided to peddle his fudge in the city, particularly in large offices. This scheme brought in some business, but it was a slow and tedious process. It had the merit, however, of getting the fudge known to more persons and thus some demand was established.

Mr. Jensen next sought to get distribution by placing the fudge on consignment in restaurants. He reasoned that people would buy a bar or maybe a box of it, to top off with after finishing their meals. The first place that he essayed to present his proposition was in the Italian section of the East Side in New York. It happened that the restaurant he entered had first been opened on that day. The proprietor gazed so austerely at the intruder, who looked suspiciously like a salesman, that Mr. Jensen decided to make a lightning change from a salesman to a customer. He sat down and ordered a meal. Under the influence of the spaghetti he gained enough courage to present his proposition. And because this salesman before him was now also a customer, the proprietor was disposed to regard his offer more tolerantly. The Italian finally agreed to take some of the fudge on consignment. The plan worked so well and the restaurant man became so enthusiastic about it that

he later became one of the company's first salesmen.

In the meantime, back home, Mr. Jensen started a stand on the Morris turnpike. Gradually other stands in that part of New Jersey stocked the fudge. The young business began to look healthy.

Last winter the company tried the experiment of selling the product through canvassers from house to house in certain places. While nothing big resulted from this plan, it did have the effect of familiarizing a greater number of prospects with the name Kree-Mee. This brought some demand to regular confectionery dealers and was the means of getting a few more distributors for the company.

This business has a seasonal problem. While fudge is probably eaten more extensively in winter, as is all candy, nevertheless the Kree-Mee Fudge Company has a better opportunity to sell its wares in summer. This is due to the character of its distribution. The majority of the company's dealers are wayside stands, refreshment "palaces" at resorts and other places of that type. Of course, these places are not open in winter. Neither is there so much motoring or "resorting" in winter. Thus people are not tempted to buy so frequently in winter as they are in summer. Kree-Mee winter business will, therefore, depend on the distribution in all-the-year stores.

Another stunt that this company pulled off last spring got its product before that segment of the public that spent its Sundays motoring in northern New Jersey. It was this stunt that first attracted my attention to the existence of the Kree-Mee business. It seemed as though every few hundred yards along the Jersey roads, there was a boy selling Kree-Mee fudge. The boys had modest little stands of their own, consisting mainly of a few packages of the fudge displayed on top of an empty wooden box. Often one of the conspicuous Kree-Mee signs would be tacked to the box. This stunt has been largely abandoned in recent months, however, because

If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.

The Human Side of a Great Business Publication

Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.



W. C. Thomas, Contributing Editor
(Builders' Hardware)



C. THOMAS is a recognized expert in the field of Builders' Hardware. Specifications and blue prints hold no terrors for him; neither do the hundreds of styles, patterns and finishes of the modern Builders' Hardware line. They are merely incidentals in his day's work.

Will Thomas has grown up with Builders' Hardware. For thirty-seven years he has lived in its environment, viewing it from the angles of salesman, buyer, executive and student.

From territorial manager for a nationally known manufacturer he graduated to the important position he now holds in his company's home office. Part of his job today is to buy from the Manufacturing Department the goods which the Sales Department passes on to the trade. On his estimates the production schedule of his firm is based.

He has figured and sold thousands of Builders' Hardware "jobs" for hardware merchants. He knows their problems and talks their language. Also he has that rare faculty of writing entertainingly on what would otherwise seem a prosaic subject.

His series of articles "Builders' Hardware from the Ground Up" is an outstanding contribution to hardware literature.

Will Thomas is one of the practical, efficient and interesting writers who have helped HARDWARE AGE maintain its position as the foremost hardware publication.

"The Most Influential Hardware Paper"

Hardware Age

A.B.C.  A.B.R.

239 West 39th Street New York City

the company had to cut off the supply of the candy to the boys. The organization has been obliged to operate twenty-four hours a day to keep its regular salesmen supplied with the product. Nevertheless, these juvenile salesmen accomplished much. Being ubiquitous, they got the product into the ken of many travelers who otherwise might not have noticed it.

All of these various stunts gave display to Kree-Mee. The product is displayed in so many places and the lettering on the packages stands out so vividly that the displays gave the fudge a lot of valuable advertising. This is an important point. I have said that a staple product cannot succeed without wide distribution and that distribution of this kind cannot be had without advertising. Since Mr. Jensen had no money for advertising, he would have made little progress had he not been able to get advertising in some way. He got it through displays and by the extensive use of the home-made signs which already have been alluded to.

All this summer the company has had two men constantly painting these oilcloth signs. Part of the time there were three men thus engaged. A year ago Mr. Jensen was painting these signs himself. Every moment he could spare from his many other duties was spent in turning out these oilcloth attention-getters. He tacked them up, too. But now the signs are put up by the salesmen.

A little more than a year ago Mr. Jensen was doing all the selling. Now there are twelve salesmen. One of the best salesmen is a chauffeur who used to hang around Mr. Jensen's stand. Absorbing the enthusiasm of the founder of the business, he decided to try his hand at selling the stuff and soon found he could.

The salesmen all operate by automobile. They do their selling, delivering and collecting on the same call. The salesmen buy their stock from the company and pay cash for it. In turn they sell it to

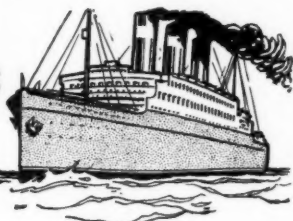
their customers for cash. After a salesman is established with the company, he is given a forty-eight hour credit. This gives him time to sell his stock and collect for it, before he has to pay for his load. Thus does the business practically finance itself.

Nearby salesmen come in to the factory at Springfield, N. J., to get their loads. The goods are sent by motor transport to salesmen operating at a distance from the factory.

The salesmen find their prospects are as thick along the main highways as telephone poles. In some places they are even thicker. I asked Mr. Jensen how many dealers he had in the vicinity of a popular resort such as Lake Hopatcong in New Jersey. He replied that he didn't know exactly but he wouldn't be surprised if the number ran up to 300. There are several successful national advertisers who haven't many more dealers than that in the United States. Of course it must be recognized that Kree-Mee dealers are pretty small operators. Most of them run stands, at which only drinks, candy and a few other eatables are sold. But that is the point of this story. I am told that the number of these mushroom enterprises in the United States is now close to 100,000. They are already an important channel of distribution for certain lines. The Kree-Mee Fudge Company could not have done what it has, had it not taken advantage of these new outlets. The company has built up a selling system, specially designed to cater to these ubiquitous stands.

In the meantime, the Kree-Mee Fudge Company is gradually branching out into other kinds of advertising, although it still could not be counted as much of an advertiser. For one thing, the company is making exhibits this year at some of the local agricultural fairs. An interesting feature of these exhibits are the signs which are used. Mr. Jensen was just completing these signs the day I called on him. Here is the way a couple of them read:

From Needle Manufacturers to Ocean Shipbuilders



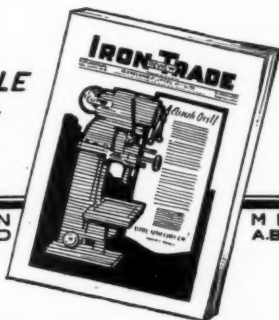
Through Industry's Whole Range

IRON TRADE REVIEW is read and used every week by the men who control the purse strings and dictate the policies of all the leading industrial plants in North America making products wholly or in part of metals. Advertisements in IRON TRADE REVIEW follow the direct, wasteless trail with no detours to the largest single group of industrial buyers in the world.

Because of its stimulating illustrated articles on distribution and production, its Business Trend section with the Dial which tells you at a glance the real condition of American business, and its incomparable market reports and industrial news service, IRON TRADE REVIEW is the first choice of industrial advertisers.

IRON TRADE REVIEW

**INDISPENSABLE
TO INDUSTRY**



A PENTON PUBLICATION
CLEVELAND

MEMBER
A.B.C. & A.B.P.

If You Know New York You Will Appreciate

that the following list of advertisers who are using space in the Fifth Avenue Coaches are doing it to reach a preponderance of quality purchasers who ride in the Fifth Avenue Coaches as a means of getting to the Fifth Avenue shopping district.

They are quality advertisers seeking quality purchasers. Through an advertisement in the Fifth Avenue Coaches they reach our passengers at the low rate of twenty cents per thousand.

Informing circular sent on request.

Agency Commission 13%, Cash Discount 3%

Local Advertisers

Bonwit Teller & Co.
Brooks Brothers
W. A. Brady Playhouse
Joseph P. Day
Dollar Savings Bank
Douglas L. Elliman & Co.
Flint & Horner
Gorham Co.
Happiness Tea Room
Hudson River Dayline
Jaeger Woolen Shop
Lewis & Conger
Lane Bryant

National City Bank
National City Safe Deposit Co.
Olcott Hotel
Ovington's
Queensboro Corporation
Revillon Freres
Russeks
Franklin Simon & Co.
W. & J. Sloane
Stern Brothers
Steinway & Sons
Vantine's
Wanamaker's
M. Yanikian & Co.

Advertisers with Local Shops and National Distribution of their Products or Service

American Bond & Mortgage Co.
Bon Air Vanderbilt Hotel
Dunlap Hats
Gotham Gold Stripe Hosiery
Inecto Company

Knabe Piano Co.
Knox Hats
National City Co.
Sanka Coffee
S. W. Straus & Co.

Advertisers with National Distribution

Arrow Collars
A. Bourjols & Co.
Bruxton Cravats
Burroughs Adding Machine Co.
Dorl's Nuyon's Grenadine
Gulden's Mustard
H. J. Heinz Co.
Julius Kayser & Co.
Mendoza Fur Dyeing Works

Nalad Dress Linings, etc.
Pepsodent Toothpaste
Roger & Gallet
The Spur
W. A. Taylor & Co.
Van Raaite Co.
Venus Pencils
Wheatsworth Biscuit
White Tar Candles

JOHN H. LIVINGSTON, JR.

425 Fifth Avenue, New York

Phone CALedonia 0260

One year ago
Mr. and Mrs. Jensen made it
Now
Twenty-five people make it
And
Twelve salesmen distribute it
with twelve automobiles

Another sign reads as follows:

One year ago
We bought sugar and cocoa in fifty
pound lots
Now
We buy sugar five tons at a time and
cocoa in twenty barrel lots
One year ago
We measured with a spoon and cup
Now
We measure by the barrel and ten
pound scoop.

A few weeks ago the company got up a toy sail boat. The sail consists of two covers of the Kree-Mee Fudge package. The mast for the sail was inserted between the covers. One Saturday a regatta of these boats was held on Lake Hopatcong. Several hundred of these toy boats were entered in the events.

The company also has store signs for its dealers. It occasionally supplies its dealers with oil-cloth signs free of charge, for any purpose they may wish to put them to.

Another stunt that the company is just starting is its roadside information signs. It is a well-known fact that motorists are constantly asking people who operate stands for information but do not buy anything. Mr. Jensen decided to furnish his dealers with signs which would give passing motorists the knowledge that this was an "information stand." When the motorists ask for the information they are given road maps put out by the Kree-Mee Fudge Company. All of these "Information Stand" signs are tied together by number. It is assumed that the motorist who gets a road map at one stand may become curious enough about Kree-Mee fudge to buy some of it later at another stand where the "information station" sign is displayed.

The company furnishes us with a good example of how it is possible for a business to lift itself by its own boot-straps. The busi-

ness was started with nothing but an idea. Selling ideas were gradually built around the original idea. The roadside stand and resort refreshment store were seized upon as the promising channel of distribution. The plan worked. A selling system was devised which almost automatically financed the business. The only problem remaining unsolved is the question of winter sales. The regular candy dealer, who is open all the year, will, however, probably offer a sufficient market to keep up a good volume during the winter.

"Review of Reviews" Appointments

John A. Bauer, D. H. Bigelow, William L. Glenzing, Miss E. C. Mayer and W. B. Harris, have recently joined the advertising staff of the Review of Reviews Corporation, New York, publisher of the *American Review of Reviews* and *The Golden Book*.

Mr. Bauer, who will represent *The Golden Book* in New England, was formerly with the Butterick Company. Mr. Bigelow will represent both publications in New York City and New York State. He was formerly with M. C. Watson, publishers' representative.

Mr. Glenzing will represent *The Golden Book* in New Jersey, Philadelphia and the South. He was formerly advertising manager of the National Aniline & Chemical Company. Miss Mayer, recently with *Current Opinion*, and Mr. Harris, who was associated with the National Industrial Conference Board, will represent the *American Review of Reviews* and *The Golden Book* in the East.

Fall Campaign for Radio Unit

The Teagle Company, Cleveland, maker of "Dulce-Tone," a radio loud-speaker phonograph unit, is planning a fall campaign that will appear in radio magazines and trade papers. The Powers-House Company, Cleveland advertising agency, has the direction of this account.

New Record for Kelvinator Profits

The Kelvinator Corporation earned \$206,337 in July, a new monthly high record. This compares with \$186,162 in June and \$165,000 for the first quarter of the year.

L. W. Army Joins Heating Association

L. W. Army, formerly with N. W. Ayer & Son, has joined the National Warm Air Heating & Ventilating Association, Columbus, Ohio.

A Test Mail Campaign That Averaged 50 Per Cent Returns

The United Electric Company Secures Some Exceptionally Fine Results

THE United Electric Company, of Canton, Ohio, manufacturer of stationary and portable electric vacuum cleaners, has recently concluded a test mailing campaign that is interesting because of exceptionally large percentage of returns secured. These returns indicate that despite the vast amount of direct-mail advertising being done these days, it is still possible to average 50 per cent returns and better when everything is planned properly.

The stationary cleaner division of The United Electric Company had been up against a difficult problem. For the last five years, good distributors had been neglected. In fact, the entire sales-promotion policy of this division had been so mauled about that sales and distributors practically disappeared. This was due to the fact that the tremendously increased volume of sales on the portable machine took attention away from the stationary type.

Recently, however, the stationary department began to come to life. There had never been a good reason for permitting the stationary division to slip, even though the portable division was so profitable. Given a good product and many thousands of satisfactory installations, the problem of this division resolved itself into the getting of good distributors.

For the purpose of securing these distributors, the company mailed a form letter with a return envelope to the owners of some 600 representative Tuec installations. This letter simply asked whether the installation was still operating satisfactorily and whether the person addressed would have any objection to the company referring to him any prospects for Tuec installations that might develop in that territory.

In answer to these queries, the

company received 275 replies. Of these, over 250 were suited for publication without the slightest alteration. These, incidentally, will furnish excellent material for the advertising department. Also, besides securing such excellent results, the company secured enough orders for accessories to more than cover the entire cost.

Next, 130 names were selected in territories where former distributors had retired or given up handling the Tuec. The following letter to this list was mailed, together with a return postcard:

A short time ago you were kind enough to write us a very good letter of recommendation on the TUEC Cleaning System that you own.

We are again going to impose on your good nature with a new request.

Our former TUEC representative in your territory has given up his interest in our line, and we want to secure new, progressive representation in your city.

Being a resident, you are in a position to know, far better than we, just the store, or individual, who could best serve your interests and ours by representing us in your city. For this reason, we would very much appreciate a few minutes of your time and thought in filling out the enclosed postal card.

The firm with whom you like to do business is just the type of representative we desire.

Many of our best representatives are well financed and progressive building contractors. Leading electrical dealers or contractors are another class that represent us well. Then, too, we often-times find that firms selling oil burning furnace equipment, Kelvinators (mechanical refrigerators) or the like, make good representatives.

You, no doubt, have done business with one or more firms in your city who come under these classifications. You know their standing in your community and the kind of service they give their customers. As we said before, if they are the kind of people you like to deal with, they are just the type we want to reach.

Now, if you will spend just a minute or so writing the names of the firms whom you would like to have representing us in your city (in the order of your choice), on the post card, we will sincerely appreciate it. You will be assisting us a great deal, and you will also assure yourself of courteous, intelligent service on your own machine.

EARLE W. BACHMAN

On August 15, 1925 became
Director of New Business
and Research for

The Atlantic Publications

ATLANTIC MONTHLY
HOUSE BEAUTIFUL
LIVING AGE
MAGAZINE WORLD
YOUTH'S COMPANION

¶ Mr. Bachman's time is at the service of advertisers and advertising agencies for investigation and research work in the fields covered by these publications, regardless of whether or not advertising space is used.

The Atlantic Publications

8 Arlington Street, Boston, Mass.

Tribune Tower
Chicago

Fifth Avenue Building
New York

Chas. C. Chapman Bldg.
Los Angeles

should you ever need it in the future.

Thank you very much for your courtesy in giving us your time and thought.

So far, seventy-three replies have been received. Seventy-three out of 130 is an exceptional average, considering the length of the letter, its type and the nature of its business. These replies contained the names of two to four distributors from each vicinity.

In this connection, W. C. Wicker, who is handling the sales-promotion end of this work, says: "I believe now that even better results might have been obtained through the use of a regular blank and a return envelope (instead of the postcard), as many of the people replying evidently preferred to have their suggestions enclosed in an envelope, as they used their own stationery.

"The type of people we selected to receive this letter were bankers, owners of large buildings and representative business men in various localities. For this reason we believe that when we start our mailing campaign to the distribu-

tors, suggested by Tuec owners, we will have at the very outset a powerful weapon to induce favorable interest on the part of the distributor."

The work of lining up the prospective distributors has only started, so there are no direct results as yet. But with such a hand-picked and well-recommended list, the company has excellent material with which to work.

This work, as can be seen by the small numbers on the mailing list, has all been test work to try out the idea. But the company feels reasonably sure that the test has given it a fairly dependable criterion of what it can expect from a "smash" mailing to the entire list of Tuec owners.

Spalding Gross Sales Gain

A. G. Spalding & Brothers, New York, manufacturers and retailers of sporting goods, report gross sales of \$11,137,429 for the six months ended June 30, against \$10,643,059 in the same period last year. Net profits, after all charges, were \$830,803. For the first half of 1924 this figure was \$479,580.

made by **Grammes**



Etched Brass Desk Clocks Take Your Message Before The Men You Want to Reach. And Every Second It's Kept Alive By A Soft, Undisturbing "T-I-C-K." How Many Do You Need to Remind Customers Of Your Line?

We Invite Inquiries From Advertising Specialty Salesmen.

L. F. Grammes & Sons, Inc.

Our
Fiftieth
Year

488 Union St., Allentown, Pa.

New York Office—Fisk Building



Also Mfrs. Metal Stampings, Trimmings, Display Devices, Name Plates, Etc.

Wake Up to the facts!

In front of you lies the
direct road to a huge
Ready-Made market

The masses have accepted the New
York Evening Graphic.

The tremendous following of Bernarr
Macfadden has adopted this New
COMPLETE Daily Newspaper in
Tabloid that covers every phase of
news and human interest. The Satur-
day edition includes a Sports Roto and
a big, striking, Magazine section.

A *different* newspaper for *everybody*
that has struck a NEW note in Jour-
nalism.

Never before in the history of News-
paperdom has there been put into prac-
tice such a spirit of co-operation be-
tween Newspaper and Reader—News-
paper and Advertiser.

The New York Evening Graphic is a
civic force exerting an influence that
sways a vast audience composed of
eager, substantial buyers.

NEW YORK EVENING GRAPHIC

25 City Hall Place, New York City

H. A. AHERN, Advertising Manager

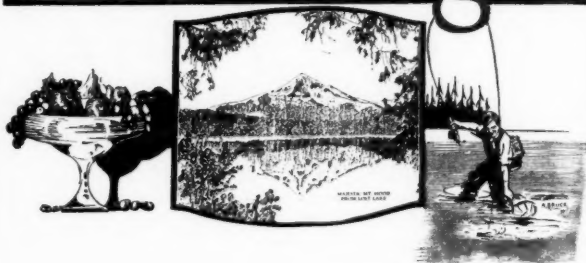
National Representative: POWERS & STONE, Inc.

CHICAGO—First National Bank Bldg.

BOSTON—402 Little Bldg.

The COMPLETE Daily Newspaper in Tabloid

Come to Oregon



A Beautiful State. And see the famous Columbia River Highway--the trout streams--see Crater Lake--eat our fruits--enjoy yourself at our Ocean beaches.

Come to Oregon and see for yourself why the population is growing and what a wonderful field the Journal covers.

Come to Oregon to sell your wares to a prosperous, wealthy and growing community.

Oregon Journal

BENJAMIN & KENTNOR COMPANY, *Special Representatives*
New York Chicago

Prospects of Record Year for Automotive Exports

Automotive exports from the United States during the first half of 1925 amounted to \$185,000,000, exceeding those for the corresponding period of 1924, by \$65,000,000. According to the Automotive Division of the Department of Commerce, if this rate is maintained for the balance of the year, the total amount will exceed by a good margin the record figure of 1920 when abnormal shipments brought the total to over \$300,000,000. The Division states that the present high total of automotive exports is of even more importance when it is remembered that the automobile dollar of 1920 offered only about 60 per cent of the purchasing power of the dollar to-day.

Australia, buying \$17,961,793 worth of passenger cars from this country in the first six months of 1925, was the leading market. The United Kingdom came second with \$12,624,659, while the purchases of Argentina, the third most important market, amounted to \$7,579,185. The United Kingdom bought four and one-half times more passenger cars in the six months ended June 30, than during the previous corresponding period. Italy was the leading truck market, 3,195 trucks being shipped there. However, the total value of shipments to Italy, \$813,060, was exceeded by Australia, whose purchases of 1,875 trucks were valued at \$2,026,823.

Chipman Appoints B. P. Webster

The Chipman Chemical Engineering Company, New York, has appointed Baron P. Webster sales manager. He had been assistant sales manager in charge of insecticides. Mr. Webster succeeds Lynn L. Edwards.

The executive offices of the Chipman company will be moved to Bound Brook, N. J., shortly.

Los Angeles Agency Adds to Staff

The Mayers Company, Inc., Los Angeles advertising agency, has added Arthur Mayers to its staff. For the last seven years he was sales manager and merchandising counsellor for Young & McCallister, also of Los Angeles.

New German Weekly for Buffalo

The first issue of the *Buffalo Buergerzeitung*, a German weekly paper, will shortly be published at Buffalo, N. Y.

Casey & Lewis Buy Nashville Agency

Casey & Lewis, Nashville, Tenn., advertising agency, have purchased the Wilson Advertising Agency, also of Nashville, taking over its entire business.

Good Copy

is born
of conviction
and
begets
conviction

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 MADISON AVE.
NEW YORK CITY**

Too Much Santa Claus

An Outline of What Happens When Salesmen Send Out Yuletide Greetings

By E. B. Weiss

THERE is a novelty jewelry house located in New England which employs eleven salesmen. They are paid on a straight commission basis. Their commissions range from \$15,000 to \$35,000 annually. The latter figure is reached by two of the men.

That is the prelude. Now for the plot.

The \$15,000 a year man spends \$300 at Christmas on gifts for his customers. The two \$35,000 a year men each spend \$1,000 for the same purpose. The eight other men spend about \$450 on the average in the same way. Eleven men—\$6,000 for Christmas gifts.

That is what you see on one side of the fence. Climb over and this is what you might see:

Last Christmas, the buyer for a syndicate of department stores received over \$500 in cigars alone. He was presented with \$200 worth of illegal intoxicating liquor. There were other gifts galore—a total of something like \$1,700, according to his estimate.

Perhaps he is a particularly fortunate buyer. Maybe he is such a genial soul that he makes strong friends of everyone who calls on him and gifts are showered on him solely as a result of his magnetic personality.

It is true that few buyers are treated so magnificently. But, then, he buys for a syndicate, which may explain it. He tells me that it is safe to say that the average department store buyer receives, each Christmas, gifts which reach a total value of from \$150 to \$200. There are exceptions. Some receive nothing at all. But, as averages go, the figure is accurate enough.

Nor is it necessary to stop with the department store buyer. Buyers in other fields, purchasing agents, executives who have a voice in placing buying orders—

all are favored, more or less, with Christmas gifts. Very often, the gifts are returned. More often, they are retained, but with mental reservations which will be discussed at greater length later on.

These are the highlights. Here are some further facts of equal interest, if not of equal importance.

Gifts are frequently sent to the wives and children of customers. One salesman tells me that he makes a regular practice of this. He says it is difficult to select suitable gifts for the people to whom he sells, because they receive so many gifts from other salesmen that it is almost impossible to be original and remain within a reasonable figure. But when he picks gifts for the buyer's wife and children he has greater latitude, since the competition is not so keen.

Talking about competition, another salesman remarked: "Last year, I gave Smith of B—'s (naming an upstate New York department store) a box of medium-priced cigars. Later, I learned that a competing salesman, from whom he buys less than he does from me, gave him two silk shirts. I guess I'll have to do better this year."

FORM ACKNOWLEDGMENTS

Still another salesman informed me that he receives 40 per cent acknowledgments of the gifts he sends to customers. Many of these acknowledgment for the last three fully. However, he has noticed that several of the recipients use form replies. At least one woman buyer has sent him the same acknowledgment for the last three years. It begins something like this: "I am sure that you did not select the beautiful gift which you sent me because I don't believe any man could select anything so entirely appropriate for a woman."

This salesman leaves for the

Your September Scribner's

ILLUSTRATED MAGAZINE NOW ON THE STANDS

PAID ORGANIZERS

— this way out !

Are paid organizers becoming old-men-of-the-sea on the backs of business, welfare, religion, politics?

Are they substituting uplifting slogans for serious effort?

Is this becoming an age of super-organization in which individual thought and effort are stifled?

Think before you "join."

Read Jesse Rainsford

Sprague's "What Price Organization?" in the September Scribner's Magazine.

Amusing it is, but with plenty of thought behind its humor.

It is one of twenty features that make the September Scribner's Magazine well-rounded, live, interesting.

A magazine richly illustrated by fifty drawings and photographs, covering the field of all your interests.

As a buyer of advertising space, have you ever noticed the careful "make-up" of SCRIBNER'S MAGAZINE, beginning with the famous yellow cover that was designed by the late Stanford White?

ONE OF THE QUALITY GROUP

Advertising by Charities

Yes, they do it in
Boston in the Tran-
script because the
readers of the Tran-
script RESPOND.

[Give your own
copy the same
chance — adver-
tise in the]

Boston Evening Transcript

*Highest ratio of buy-
ers to readers*

*National Advertising
Representatives*

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

road immediately after the first of the year. He keeps a record of those buyers who have acknowledged his gifts. When he calls on a customer who has not acknowledged his gift, he makes some such remark as: "I sent you a little package several weeks ago. Hope you got it."

Many salesmen prefer sending gifts to their customer's home address. It is not always easy to get this address, however. The salesman cannot ask for it directly. Of course, he may find it in the local telephone book. Otherwise, many ingenious schemes are used. One plan is to write the customer telling him that the salesman's firm is going to issue a very beautiful calendar which the salesman wants to send to the customer's home. Won't the customer please supply his home address? Another scheme is to send the gift to the hotel in the town in which the customer is located, with instructions to the hotel to hold the package until it is called for. A letter is then sent to the buyer informing him that a package is waiting for him at so-and-so hotel.

An amusing story was told by a salesman who has been in the habit of sending a box of cheap cigars to one of his small customers. Last Christmas, the salesman got his packages twisted. He sent the cheap cigars to one of his large customers. The small buyer received three expensive neckties. Now, the salesman feels that he has to send the small customer an equally valuable gift this Christmas.

When a salesman pays for the gifts out of his own pocket, he is usually especially anxious to impress upon his customers that the presents come, not from the house, but from Mr. Salesman. Very frequently, the salesman uses his personal stationery, his personal cards, etc. How does that jibe with the modern idea of selling the institution rather than selling the individual?

So far, these incidents have had to do with the salesman's end of the transaction. What about the customer who is favored with a



Everlasting Faucets

THE Chicago Faucet Company made something new in faucets; so good that anybody who knows about it will never want the old style faucet again. They gave us the job of telling about it; and we are doing it to their satisfaction. The business is growing very fast.

Williams & Cunnyingham

*Whose business is the study and
execution of good advertising*



SIX NORTH MICHIGAN AVENUE • CHICAGO

Perhaps You Know 20 out of 210



Let your literature be different without being freakish. Let it have an out-of-the-ordinary fold that makes it easy to read and follow through, as well as attract attention.

If your printer has a CLEVELAND Folder, he is in a position to give you all these advantages on your next circular or broadside.

For the CLEVELAND Folder will make all the folds made by all other folding machines combined and 156 more that none of them can make—210 different folds in all.

Not only that, but this same printer is fitted to fold all your work with consistent speed and uniform accuracy.

THE CLEVELAND FOLDING MACHINE CO.

CENTRAL OFFICE AND FACTORY: 1929-1941 East 61st Street, CLEVELAND

NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

Christmas gift? How do buyers, purchasing agents, executives in general and the owners of business establishments feel, first, about the gifts which they receive and, secondly, about giving gifts to their customers?

For the purpose of securing information on this phase of the matter, PRINTERS' INK queried seventy-five manufacturers and department stores. Some intensely interesting replies were received. Let us analyze them—first from the viewpoint of those who receive gifts from salesmen.

The sales director of a concern making a nationally known watch writes:

When I receive an expensive Christmas gift from a salesman, I feel that he is making an effort to make me feel obligated to him. I have the conviction that he expects to be favored when the time comes to place future orders. On several occasions, I have returned gifts with a short note explaining that it was against the policy of the company for me to accept gifts of any kind. Our attitude is that the giver has an axe to grind.

Another sales director who is connected with one of the best-known houses in the silk industry, has this to say:

I have no respect for a salesman who sends me more than a Christmas card. I have, in the past, received quite a number of contraband bottles and quite a few cigars. While I have not always been a sufficiently courageous crusader to return them, and have acknowledged them with more or less courtesy, they have had no effect on the amount of business I would give the salesmen.

I do not believe that the present is usually intended as a direct bribe so it would be rather Puritanical to return it. However, where the relationship is not very close, presents should surely be returned. At best, it is an inexcusable and ridiculous custom.

It is unfortunate that the names of these two writers and the companies with which they are connected cannot be mentioned. However, the subject is a very tender one as is evidenced by the following incident:

A letter was sent to one of the largest New York department stores asking what policy had been adopted in connection with Christmas gifts sent by salesmen to the store's buyers. The day after the

letter was mailed out, PRINTERS' INK received a telephone call from one of this store's executives to the effect that they did not care to be quoted on the subject. Evidently, they were so fearful of being quoted that they were afraid to put even this remark down on paper.

W. O. Coleman, president of the American Flyer Mfg. Co., says: "When we receive an expensive Christmas gift, unless the gift comes from someone we regard really and truly as a friend, the reaction is more unfavorable than favorable. We believe that most salesmen have the idea that they can buy the business with an expensive gift, but our personal ideas are entirely at variance with the notion."

H. B. Canby, president and secretary of the Crawford, McGregor & Canby Company, makes a similar comment in these words: "There is generally an unfavorable impression made upon the recipient of any expensive Christmas gift, for there is necessarily the implied obligation to the donor which any self-respecting individual would resent."

The vice-president of a company making a nationally advertised glove writes: "It is my practice to discourage this sort of thing at all times, and when it cannot be avoided, to return the favor at the first opportunity."

F. S. Fenton, Jr., general sales manager, Coppes Brothers & Zook, has this to say: "The receipt of an expensive Christmas gift from some salesman who sells to our company is always an embarrassing matter for me and all of the officials of this company discourage that policy to the fullest possible extent."

Some very interesting remarks were made by Herbert J. Tily, vice-president and general manager of Strawbridge & Clothier, Philadelphia. Here is what he had to say about Christmas gifts.

We do not approve of department store buyers accepting Christmas gifts from salesmen. We have not found it necessary to issue specific instructions to our buyers in this connection, but our posi-

1,404,401

Guaranteed Circulation

Reaching 4 million readers in the Southern States

The strong influence of religious publications in the Southern Home is a well-recognized fact, and more than 4,000,000 members of the Methodist, Presbyterian and Baptist churches in the South present a highly fertile and virgin field for

National Advertisers

General Publicity is what you need in the South. You will not find any other group of publications that furnish you such a well distributed circulation. Over 1,400,000 reaching every Southern State, and rapidly increasing.

Our list includes—

4 Monthlies - -	486,582
3 Quarterlies - -	537,656
3 Young People's Weeklies—	225,959
14 Official Church Weeklies—	154,204
	<hr/>
	1,404,401

The advertising space in these publications is limited. Now is the time to place them on your list for 1925 business.

These papers all listed in "Rates and Information on the Religious Press," by The Philip Ritter Company, Inc., New York and Standard Rate and Data Service.

Special Representative for Weekly Papers—

ROBT. M. HARVEY

17 West 42nd Street, New York

Lamar & Barton, Publishers

810 Broadway, Nashville, Tenn.

"We Cover the South"

tion in the matter is so well understood that we feel there is a minimum of gift receiving on the part of our men.

The vice-president of a Boston department store wrote:

I am, of course, in opposition to our buyers at any time accepting gratuities from those from whom they buy goods. As a matter of good business, it is wrong for a buyer in any way to place himself under obligation to his source of supply. He should buy his goods only on the basis of competitive values and service, and not on friendship or obligation.

In the matter of giving and receiving gifts, I know from my personal experience that it is embarrassing to discriminate and while I have always cautioned those of my business friends who want to send me gifts not to do so, and have even returned gifts that have been sent to me, I have sometimes found it very difficult to draw the line. We all know that as a matter of good taste a seller should never send a buyer a gift.

There you have the buyer's side. Of course, there are some buyers who welcome Christmas gifts. They have no compunction whatever about accepting them. However, there is no doubt that they are in the minority. The large majority of buyers—and I want to emphasize that by the word "buyers," I mean not only department store buyers, but every kind of executive in all types of mercantile establishments who has a voice in making purchases—look upon the Christmas gift idea either with ridicule or with distinct dislike.

What is to be done about it?

Several of the executives who spoke to a PRINTERS' INK representative stated emphatically that they believe every sort of gift ought to be tabooed. However, there is no need for taking such drastic action. There are scores of inexpensive novelties, for example, which make perfectly suitable Christmas gifts. Certainly, there can be no objection to them from the standpoint that they are designed to influence a buyer's judgment.

In considering this subject of Christmas gifts to buyers it is necessary to realize that it is simply part and parcel of the larger subject of commercial bribery. For example, the eleven novelty

Salt air
can't harm a
ZAPON
Lacquer Finish



THE dangers of rust and corrosion are powerless against the armor-like surface of Zapon. A Zapon finish is impervious to moisture in any form. It is hard, tough and elastic. It won't chip or peel off the occasional splash-

ing with a dry cloth is all that's necessary to keep it looking bright and new.

For more information, write to:

THE ZAPON COMPANY

1000 Chestnut Street, Philadelphia, Pa.

Representatives: The Eugene McGuckin Company

The lacquer finish that stays new—

ZAPON

A national advertiser served by
The Eugene McGuckin Company

The
EUGENE MCGUCKIN
Company

1211 CHESTNUT STREET
PHILADELPHIA

ADVERTISING

Emel's

jewelry salesmen referred to at the beginning of this article, spend at least another \$6,000 throughout the year in entertaining buyers. They don't take these buyers to elaborate dinners and expensive shows because they are so extremely fond of the companies they represent.

Neither do they buy them Christmas gifts with true Yuletide motives. In both instances, they spend their money either because they feel they must do it in order to keep up with the procession or because they feel it will put them ahead of the procession. They look upon the money spent for these purposes as an investment which is expected to bring back returns in the way of increased sales.

Expenditures for entertaining and for Christmas gifts, under these circumstances, can be classed under no other heading than that of commercial bribery. It is this very thing which the National Association of Purchasing Agents is fighting so energetically. This as-

sociation is absolutely opposed to commercial bribery in any and every form. It has sponsored legislation against commercial bribery both in individual States and at Washington.

But the association does not feel that an advertising novelty, for example, is to be classed as a bribe. W. L. Chandler, secretary of the association, tells **PRINTERS' INK** specifically that "the usual run of souvenirs and novelties does not belong in the category of bribes." However, he continues thus: "The National Association of Purchasing Agents is opposed to the distribution of gifts which are intended to influence the judgment of the recipient, whether he be a purchaser or the individual who is going to report on the use of the material."

This, then, is the dividing line. Is the gift a more or less deliberate effort to sway a customer's opinion? If it is, it is an effort at commercial bribery and, as such, is not to be countenanced. On the other hand, if the gift is

If You Are Advertising Any of the following

Send At Once for Sample Copy

Sweater News and Knitted Outerwear

Knitted
Sweaters
Bathing Suits
Infants' Wear
Dresses
Fabrics
Scarfs
and Caps

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

The Underwear & Hosiery Review

Knitted
Underwear
Hosiery
Golf Hose
Infants' Sox
Sift Vests
and Bloomers
Nainsocks

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

Published by
KNIT GOODS PUBLISHING CORP.
93 WORTH STREET, NEW YORK

Dominating Texas—

is a man-sized job, but

DAN SCOATES, secretary of the
TEXAS HARDWARE AND IMPLEMENT
ASSOCIATION

In the new 1925 catalog of the association says:

"The Southern Hardware and Implement Journal of Atlanta, Georgia, a southern trade paper, is the official organ of this association. They have in each issue a section dealing with our own state which makes it of particular interest to our members. This magazine is one of the best of its kind in the country; its editor is a man with hardware experience; its management is one of the best known in the South, and you will look forward to each new issue if you become its reader."



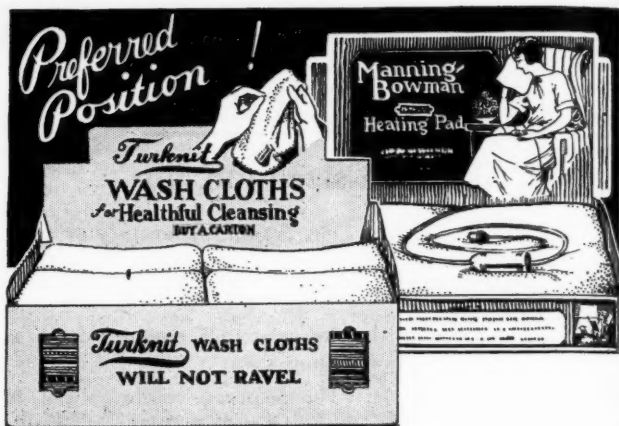
SOUTHERN HARDWARE and IMPLEMENT JOURNAL

published
semi-monthly
by

W. R. C. SMITH PUBLISHING COMPANY
ATLANTA GEORGIA

who also publish

Electrical South Southern Engineer
Cotton Southern Automotive Dealer



Right on the Counter! WHY?

During the past decade the trend in retailing has been to package goods. The display carton and container plays an exceedingly important part in this method of marketing.

Consumer preference is given those products whose appearance is strikingly attractive—dealer preference is for the line packed to avoid mishaps in a carton that is easily handled and worth while from a “silent salesman” viewpoint.

Just such display cartons as have been described are a specialty with us.

National agencies and manufacturers have found our cooperation helpful and satisfying.

We are ready with a fund of experience and all the facilities of the Brooks organization to confer with those interested in obtaining new-idea display cartons at a fair price.

Send Sample or Dummy for Price

We Originate and Plan and Produce!

BROOKS BANK NOTE COMPANY

New York

Philadelphia

Boston

Springfield, Mass.

of such a nature, and is distributed in such a manner, that it can be construed only as an effort to convey genuine Christmas cheer, there can be no objection to it.

It must be admitted that the dividing line is rather hazy. And for that very reason, it would seem highly important that manufacturers exert closer control over the Yuletide activities of their salesmen. It is the lack of this control which is responsible for so much of the trouble.

For example, such a policy as that adopted by the Champion Spark Plug Company would help considerably to lessen the possibilities of overstepping the line. This policy is described by M. C. Dewitt, vice-president, as follows:

We have for several years regulated the Christmas activities of our salesmen and have adopted a policy of issuing each year a series of two attractive Christmas cards with art tying up to our product and with a suitable message of Christmas cheer, an appreciation of business relations and an expression of future good-will.

One of the series is signed by our president and sent for the attention of the directing head of our customers organizations; the other is sent to purchasing agents, sales managers and others, at the discretion of our territorial representatives and is signed by the representative directly in touch with the individuals addressed.

Any other Yuletide activities on the part of our salesmen are discouraged and, if carried on, are without our knowledge and consent.

A similar policy is followed by Coppes Brothers & Zook. Mr. Fenton, who has already been quoted, says: "The matter of a Christmas greeting is handled entirely by this office. We usually purchase either some appropriate Christmas card or arrange for a letter on a high-grade letterhead and send them out over the signature of this office."

A. W. Johnson, general manager of the National Knitting Company, says:

The salesmen representing this company must not send Christmas gifts to their customers so long as the present management exists. The personal Christmas card to select customers is something which we, of course, would not attempt to control, but remembering all buyers with a Christmas gift is the kind of petty graft that will not be tolerated from this office.

Oneida Community, Ltd., is an-

Tri-Weekly Journal Atlanta, Ga.

The Southeast is waving every flag of prosperity known to students of agricultural conditions.

The Tri-Weekly Journal is mailing to paid R. F. D. subscribers in the Southeast 50,000 more copies a week than at this time last year.

Very little advertising is carried. Those who do use The Tri-Weekly Journal are richly rewarded.

*The Journal Covers Dixie
Like the Dew.*

w. b.

It takes a good booklet to keep out of the w. b. ☐ Don't send a third-class booklet by first-class mail. Don't send it at all! See us.



CURRIER & HARFORD L^{td}

Selective Advertising

27 East 31 New York Cal 6076

Morris Katz

owns some candy stands at Coney Island.

While Morris runs the stands, Mrs. Morris runs the Katz bungalow a mile away, in which are installed the five little Katzs.

If you ask her, Mrs. Morris will heatedly aver that Morris's job compared to hers is a cinch.

She is a good prospect for labor-saving household devices, but no manufacturer thereof ever sent her a booklet in Yiddish—her language. *We have the lists of foreigners in New York.*

Frank F. Lisiecki

Established 1890

MULTI-LANGUAGE PRINTING

TRANSLATING

SALES PROMOTION

9-15 Murray St. New York
Phone Barclay 6570

INDEPENDENT DISTRIBUTION

in
every
major
city
and town

DESIRABLE?

You bet!

ASK FOR DATA



**EASTERN DISTRIBUTING
CORPORATION**

*National Distributors
of Magazines*

15 WEST 37th STREET
New York City

Wisconsin 2746-7

other organization which exercises strict control over the Christmas activities of its salesmen. G. Wayland-Smith, vice-president and director of sales, tells us: "We have always been very careful not to overdo this Christmas giving, as we have felt it was one of those practices which can be carried on to a point that spoils the whole thing."

SOMETHING FOR THE COMPANY TO SUPERVISE

These remarks show that many concerns do realize that sending Christmas cheer to buyers is something which should be taken out of the salesmen's hands. There is a very good reason—several of them, in fact, for this policy.

In the first place, as has already been pointed out, most salesmen are not capable of drawing the line between commercial bribery and the true Christmas gift. Secondly, salesmen are all too frequently inclined to permit themselves to be drawn into competitive gift giving. They feel they must go competing salesmen one better and once they fall into that way of thinking the thing is bound to run away with them.

A third reason, and an exceedingly important one, is that the Christmas gift, or the Christmas card, should be an expression of good feeling, extended by one firm to another. The salesman should be merely the intermediary. But when the salesman selects the gift, pays for it himself and sends it himself, the house is likely to fade out of the picture. The salesman, consciously or otherwise, is selling himself, not the firm he represents. This is diametrically opposed to the modern idea of selling.

A fourth reason is that the salesman, more likely than not, will display favoritism. Buyers are only human. They don't like to be discriminated against. Regardless of whether they should permit themselves to be swayed by such matters, the fact remains that when news of this sort reaches a buyer's ears he is not

THE BODONI SERIES

of Linotype Borders



18 Point 764



18 Point 766



18 Point 765



36 Point 1208 b



36 Point 1214 b



36 Point 1215 b



36 Point 1206, 1206 b



36 Point 1211, 1211 b



36 Point 1217, 1217 b



36 Point 1207, 1207 b



36 Point 1212, 1212 b



36 Point 1218, 1218 b



36 Point 1209, 1209 b



36 Point 1213, 1213 b



36 Point 1219, 1219 b



36 Point 1210, 1210 b



36 Point 1216, 1216 b



36 Point 1220, 1220 b

A complete showing of this series (and many others) appears in the booklet LINOTYPE DECORATIVE MATERIAL, copy of which will be sent on request

Department of Linotype Typography

MERCENTHALER LINOTYPE COMPANY

461 Eighth Avenue, New York

WANTED

Direct Advertising Ability

A man who has proved his ability to create real merchandising ideas, write clear, vigorous copy and visualize his material, has a real permanent opportunity with a Boston printer of the highest grade of direct advertising with a national reputation.

This man is undoubtedly at work now satisfactorily filling some advertising position where his experience has fitted him for a broader field. He has a thorough knowledge of direct mail methods. He can go to work without having to be shown how.

Replies will be considered confidential. Give full history, age, nationality, expectations, etc. Samples will be carefully handled and immediately returned.

Address "V.," Box 90,
care of Printers' Ink.

likely to be more favorably disposed toward the salesman.

A fifth reason is that many salesmen are inclined to make more than casual reference to Christmas gifts of their own selection when they visit buyers after the Christmas season is over. There is a tendency to keep it before the buyer and, more or less—usually less—skilfully hint that a little reciprocity would be entirely in order.

A sixth reason is that the salesman who is allowed free rein in sending gifts to buyers at Christmas time is apt to send gifts at other times of the year as well. A salesman with a little imagination can think up at least a half-dozen excuses for sending gifts on as many occasions to certain customers. For example, one salesman sends all his customers a book just before they leave for their vacations. This thoughtfulness on his part costs him \$150 each summer.

But why continue? The exchange of greetings at Christmas time is a beautiful custom. Surely, it would not do to permit it to lose all its charm by tagging each Yuletide message with a poorly disguised bid for business.

Yet, this is exactly what has happened and is happening. The policy, followed by so many salesmen, of giving Christmas gifts with one hand and holding out order books in the other, has made buyers cynical. Because of the excessive amount of poor judgment that has been displayed, the Christmas gift frequently not only fails to cement good-will relations, but, often as not, has exactly the reverse effect.

It is time that management stepped in and rectified a badly-bungled situation. Christmas remembrances from one business house to another should be taken out of the hands of salesmen and be controlled by executives who know how correctly to convey sincere Yuletide greetings. Until this is done, the Christmas gift will hover dangerously close to the dividing line which separates it from commercial bribery.



Insure it!

FOR just a few cents you can give yourself North America Parcel Post Insurance protection.

Wrap a coupon with every package and you are insured against its loss, damage or destruction in the mails.

Mail the attached memorandum for information and rates.

Insurance Company of North America PHILADELPHIA



"The Oldest American Fire and Marine Insurance Company"

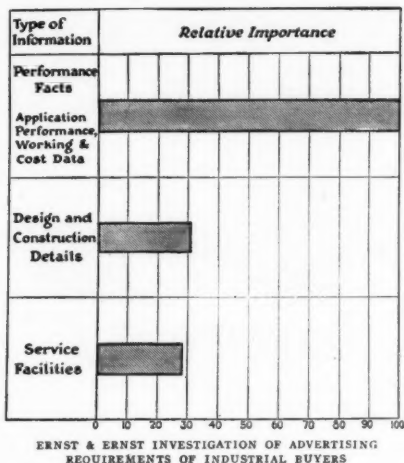
Insurance Company of North America
Third and Walnut Streets
Philadelphia, Pa., Dept. W 63

Name

Street

City State

Wants information on Parcel Post Insurance



Here Is Proof of the Greatest Advertising Appeal

Ernst & Ernst recently made an exhaustive survey for McGraw-Hill Company to determine what selling appeal carries most weight with the industrial buying executive.

They found that an overwhelming majority purchase on the basis of **PERFORMANCE FACTS**, as indicated by the chart above.

The buyer does not want generalities, but he will listen to certified facts and figures on performance in the field, especially when the facts are compiled by an unbiased investigating organization.

Nielsen Engineers are now securing performance facts from coast to coast for more than 100 foremost manufacturers who use the service to help their salesmen close sales and to make their advertising and direct mail more effective.

You, too, may increase sales by this method.

Write today for sample survey and booklet illustrating 12 sales producing campaigns based on Nielsen Surveys.

A. C. NIELSEN COMPANY

111 W. Monroe Street, Chicago

New York

Cleveland

NIELSEN SURVEYS
CERTIFIED PERFORMANCE

How Shall We Keep the Salesmen Posted?

(Continued from page 8)

prehensive and this enables the salesman to emphasize and concentrate upon those units which may show either small or no sales. At the same time, the company informs salesmen monthly, in dollars and cents, what their own customers purchase. The company believes that salesmen get inspiration from unit record cards more than they do from the ordinary pep material. In the scientific end of the business, where the major sales are made to educational institutions, the salesmen are informed by means of copies of letters. All correspondence that the company may have had with educational institutions is sent to the men operating in that particular territory. This enables each man to keep up-to-date with any negotiations that may be going on between the home office and any institution. It is this company's opinion and that of many others, that the majority of disputes between customers and salesmen are caused because the salesman on the territory is not kept sufficiently informed as to what has happened between the home office and a customer upon whom he may be calling during the time he has been out on the road. When any orders are received at the home office the salesmen are also immediately apprised of this fact so that when they come to the office they have all needed information in hand.

At the Buck's Stove & Range Company the sales manager, A. S. Goodall, thinks it often becomes advisable to stop printing the salesmen's standing in a house-organ. In the case of his company a number of contests are used to obviate the difficulty mentioned by so many men that it makes the low men discouraged when they are down in total volume of sales. In Mr. Goodall's company the contest pertains to a number of different items. Where one man might stand

low in the column in connection with one contest he will have a higher rating in some other contest equally important. At the end of each month every salesman is sent an itemized statement to show his orders and shipments for the past month this year and the corresponding month last year and for the year up to date, and also for the corresponding period last year.

At the A. E. Nettleton Company, Maynard Hutchinson, the sales manager there, uses

1. Weekly Letters,
2. Weekly Sales Reports,
3. Monthly Shipment Reports,

to keep the men informed. They are issued regularly at definite times. Supplementing these, opportunity is always sought to write an individual letter to each salesman on subjects of local and individual interest. In every letter written to a customer from the home office, a definite attempt is made to add to the prestige of the salesman in the territory. The weekly letters include general items of business and personal interest, authoritative extracts from financial and statistical publications, testimonials, new merchandise items and the like.

The weekly sales report covers road and mail orders for the week and for the season to date, with gains and losses as compared with six months ago and a year ago. The names of the men who lead in road orders, mail orders, total orders for the week and those who show weekly and seasonal gains are listed on each report. These two lists of "gainers" make it possible to give honorable mention to men covering the less desirable territories as well as to the big volume men. In this manner the whole sales force is not offended at the continual mention of one or two stars.

The monthly shipment reports give figures for the month, the season to date, gains and losses for the month and season to date, the individual man's rating for the month, for the current season and the previous year. In addition a complete list of all men showing their ratings for the month and

season to date based upon percentage gains and losses are sent out compared with a year ago. In this way the company sees to it that dollars-and-cents figures of each man are private—his business alone. Ratings based upon percentages are made known to the whole force. This seems to the company to be a fair and logical method to all and correctly indicative of relative progress without offending or unduly flattering anyone.

The Pyrene Manufacturing Company sends each month a statement of sales on various items sold by each man during the month, with figures for the same month in the previous year. Their attention is also called to any item upon which they have apparently fallen down. The per cent in monthly sales is sent to every salesman. Copies of all invoices covering goods shipped into each man's territory are sent when the goods are shipped. A record is kept of each man's direct sales to dealers and those which are turned over by them to distributors or jobbers in the territory. In this way the com-

pany can point out to them the amount of missionary work they are doing and also build up those men who are falling down on missionary work which may not lead to immediate sales on their own record sheet. Copies of every letter written to a prospect or customer in the territory is also sent to the man there.

Many other companies which joined in this round-table discussion indicated that they had broken away from broadcasting each salesman's standing to all the rest by the method of keeping in close touch with district managers, building up teamwork by running the districts against each other rather than the individual salesmen.

If the tendency of the sales managers who gave me information could be summed up in a short paragraph or two it would be to this effect:

Men responsible for sales forces are giving more and more attention to the plugger. There was a time when the star salesmen were the men in every organization who received most attention, most praise

York County, Penna.

High news and advertising ideals rigidly adhered to for years, have created a reader confidence invaluable to advertisers whose copy is accepted.

1. York is the 14th county in the United States in agricultural wealth.
2. Two-thirds of the personal property tax of the county comes from outside its largest city.
3. Over 97% native born white (U. S. Census, 1920).



York, Pa., Gazette and Daily

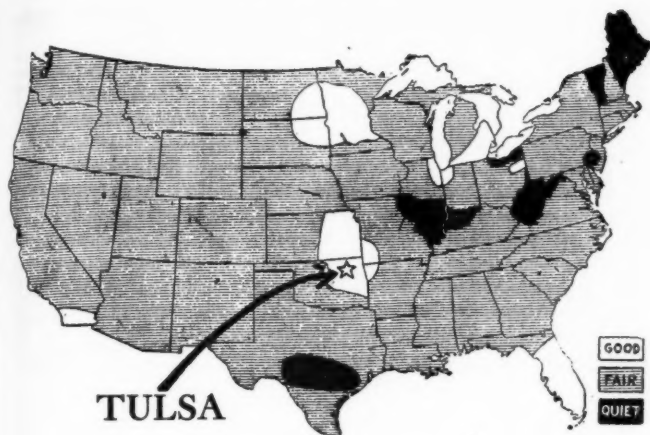
(Covers the whole field completely and intensively)

HOWLAND AND HOWLAND

National Representatives

NEW YORK
397 Seventh Avenue

CHICAGO
380 North Michigan Avenue



Again in August!

and for the past several months, the business condition maps published in the NATION'S BUSINESS official publication, U. S. Chamber of Commerce, have shown the Tulsa Territory as ALL WHITE. This territory is the brightest spot for business in the great Southwest. You can cover this territory thoroughly with a campaign in the

TULSA WORLD

OKLAHOMA'S GREATEST NEWSPAPER

and were watched most carefully. Today sales managers are paying more attention to men who, while they may not be leaders, are selling year in and year out to the best of their ability and whose sales in the aggregate form the backbone of the company's income. The "star" has a way of getting an exaggerated idea of his own importance. Stars often become temperamental and jump to a star position for a competitor. Sales managers are building more upon the team than the individual. The frame of mind of the ordinary salesman thus becomes of increasing importance. Contests, continual publication of the leader's standing, and similar highly competitive methods of trying to turn every salesman into a star do not seem so important to the sales managers now as working closely with the man who, while he may never be a star, is faithfully doing his job in his territory. The meek are beginning to inherit the attention formerly reserved exclusively for stars.

New Accounts for Cincinnati Agency

The Churngold Corporation, Cincinnati, maker of "Churngold," has placed the direction of its newspaper advertising account with the Midland Advertising Agency, of that city.

This agency also is planning campaigns for the Effarsee Radio Company and the Kodel Radio Corporation, both of Cincinnati. Newspapers, magazines and trade papers will be used.

J. K. W. Trueman to Represent English Papers

J. K. W. Trueman, of the Associated Newspapers Ltd., London, has been appointed representative at New York, succeeding Harry H. Field. Mr. Trueman will cover the *London Evening News*, the *Continental Daily Mail*, the *Daily Mail Atlantic Edition*, the *London Weekly Dispatch*, and the *Overseas Daily Mail*.

"Success" Appoints A. F. Conant

Success, New York, has appointed Arthur F. Conant assistant advertising manager. He was recently associate director of the extension division of the Associated Advertising Clubs of the World and was formerly associate director of the Alexander Hamilton Institute, New York.



H. W. ALLEN

REPRESENTED BY
The S. C. Beckwith
Special Agency

New York Chicago Kansas City Atlanta
Detroit St. Louis San Francisco Los Angeles

Announcement---

The Wichita Eagle
is Pleased to Intro-
duce Its

New
Advertising Manager

Mr. H. W. Allen

—who hails from Hous-
ton. Now on the job
with The Wichita Eagle
—and at your service!

The Wichita Eagle.

Victor Mordock—Editor-in-chief
M. M. Mordock—Publisher
WICHITA, KANSAS

Penton Will Print New York Weekly in Cleveland

TIME, the national news weekly, has transferred its headquarters from New York to Cleveland and is now being printed by The Penton Press. The main offices of *Time* have been moved to the Penton Building, Cleveland.

Cleveland is rapidly becoming a great national publishing center. Compared with eastern cities it possesses strategic advantages. Favorable costs, substantial postal savings, and prompt distribution are only a few.

To enable publishers to realize fully on these favorable conditions, The Penton Press has built up in Cleveland a splendid printing establishment—a fact appreciated by the proprietors of *Time*, and other important national magazines and business papers.

The Penton Press prints the six great industrial journals owned by The Penton Publishing Co., including *Iron Trade Review*, *Daily Metal Trade*, *The Foundry*, *Abrasive Industry*, *Marine Review and Power Boating*. In addition it prints *India Rubber Review*, *Time*, *Saturday Review of Literature*, *Secrets, Finance and Industry*, and the *Fourth District Federal Reserve Bulletin*.

The Penton Press specializes on national publication printing.

Publish in Cleveland

THE PENTON PRESS COMPANY

The Printing Division of

The Penton Publishing Co.

CLEVELAND, OHIO

Business Is Good

IN SAVANNAH and the Southeast generally, crops and agricultural production, the basis of ALL new wealth, is at high tide.

The COTTON CROP is the best and the earliest in ten years; prices are good; yield is full; gins are again very active.

TOBACCO, a new crop, is bringing fifteen millions of new money in six weeks' market season.

OTHER CROPS—half a score of them—have done well; residents have made and are making money.

The NEW SAVANNAH RIVER BRIDGE at Savannah has opened a rich production-area in Carolina and pulled two virile producing sections together.

The COASTAL HIGHWAY, a cement paved highway from Savannah to Jacksonville, is under construction. It is drawing settlers and capital. Better highways increase transient traffic and promote permanent population increase. Over 90 per cent of the tourists going to Florida pass through Southeast Georgia. They have money to spend. Trade is stimulated where travel is increased.

The MORNING NEWS is the leading and dominant newspaper in its field. Thoroughly covers Savannah and trading territory. Prints the only Sunday paper published in Savannah. A newspaper of character and reputation. 75 years old. Largest circulation, largest volume of advertising lineage, and lowest mil-line rate.

Advertisers are after business. Business is to be had where money is being made and spent. The Savannah zone offers a fertile field for big business now. Include it in your next schedules. This one daily paper, the Morning News, is all you have to use.

Savannah Morning News.

SAVANNAH, GA.

National Advertising Representatives

CHARLES H. EDDY COMPANY

CHICAGO

NEW YORK

BOSTON

GEORGE M. KOHN

ATLANTA, GA.

Enter—the Business Paradoxist

IF my business were big enough to warrant it I would try to hire G. K. Chesterton to come and work for me. And all I'd ask him to do would be to stand on his head and look at every angle of my business—production, distribution, selling, advertising—from a topsy-turvy viewpoint.

I believe it would pay.

What's more, I believe that pretty soon, just as men now call themselves Market Analysts, men will start advertising themselves as Business Paradoxists.

When we look at things too long in their familiar, correct, straightforward, upright positions we become so accustomed to their weaknesses and their strengths that little improvement seems possible.

It is only when we turn things upside down that we can see clearly how terribly out of proportion they have become without us realizing it.

Take the related positions of selling and advertising in the business scheme as an example.

Most of us look upon selling—personal selling—as the greater; and advertising—mass or class selling—as the lesser.

We talk a lot about putting salesmanship into advertising, but it is rare to hear a man talk about putting advertising into salesmanship. Rarer still is the man who actually charges a certain proportion of his cost of personal selling against advertising.

And yet it is a fact that much of the time of salesmen is spent on activities that can be classified only as advertising.

Advertising and selling are identical processes!

Advertising and selling both consist in a certain number of impressions which arouse interest, inspire confidence and create a buying impulse.

Few men seem to think of personal selling in this way—as a series of selling impressions. They seem to think there is some special

Reprinted with permission from *Marketing*.

New York COPY CHIEF

and Art Director

Seeks a Change

Vice-President and stockholder of a leading agency. Producing executive of calibre seldom available.

Ideas, plans, copy and rough layouts. Pretty phrases for femininity; hammer and tongs for men; Reason-why or argumentative style; the romantic or emotional appeal; as needed.

Constantly in contact with big business men.

In short, a mature, skilled, well-rounded advertising man of reputation. Christian. New York City only. Interview suggested.

Address "D," Box 97, Printers' Ink.

A R T A Creator An Executive

A nationally known lithographic house needs an art director. He should be a creator—able to furnish ideas, roughs, and visualize layouts. He should be an administrator, too, and be able to buy art. This sounds as though it calls for a good man. But the job is a good job. In writing, give complete information. Address "U," Box 238, care of Printers' Ink.

magic in the human voice, in gesture and movement, in what is called "personality," that enables a salesman to take an order away from a prospect in much the same way that a conjurer performs a feat of legerdemain.

The process is not magical at all, unless you want to call oratory magical.

Oratory proceeds in the same way that poetry or prose proceeds, by a succession of impressions.

T. F. Flanagan Joins Florida Realty Development

Thomas F. Flanagan, until recently with the Charles W. Hoyt Company, Inc., New York advertising agency, as a director and account executive, has become associated with the Daytona Shores Company, Inc., Daytona, Fla.

"Liberty" Adds to New York Sales Staff

Louis B. Gallison, Walter H. Bamford, Jr., and Hal T. Boulden have joined the sales staff of the New York office of *Liberty*. Mr. Gallison, who had been with the King Manufacturing Company and the Curtis Publishing Company, will cover Philadelphia and the South. Mr. Bamford, formerly with the New York *Evening Post*, will cover New Jersey. Mr. Boulden becomes Eastern automotive representative. He was formerly with Hal T. Boulden & Associates, New York.

Chilton-Class Journal Company Advances A. W. Brownell

The Chilton-Class Journal Company, Philadelphia, has appointed A. W. Brownell business manager of the *Commercial Car Journal* and *Motor Transport*. He had been a member of the New York advertising staff.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



New Yorkers!—

telephone Pennsylvania 3042 for

WINDOW

DISPLAYS

Cut-Outs
Hangers



Cards and
Signs

EARLE DEANE CO

ADVERTISING

An organization specializing in creating, producing and distributing Window and Store Ads
6180 MAPLE AVE., ST. LOUIS, U.S.A.

Unusual Art

Quicker Deliveries

Lower Prices

83,560

families in Cincinnati and suburbs read
EVENING papers exclusively.

The Post leads all Cincinnati papers in
circulation with a net paid total of more
than

185,000

The Post has 110,000 more circulation than
either daily morning paper—and is read
in 60,000 more homes in Cincinnati and
suburbs than either daily morning paper.

The Post made the largest July gain in
paid advertising of any Cincinnati news-
paper, 43,120 lines.

The other evening paper lost 4,368 lines
in paid advertising.

The leading morning paper gained 33,726
lines in paid advertising including Sundays.

*Reach the people of the rich Ohio valley
through The Post*

The Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

Member of the A. B. C.

Represented in the national advertising field by
ALLIED NEWSPAPERS, INC.

New York	Chicago	Cleveland	Cincinnati
San Francisco	Los Angeles	Seattle	

a M A N
to sell . . .
LITHOGRAPHY

There is an opening for a man with selling experience and knowledge of the lithographic business on the selling staff of a well-known lithographer. If you think you would fit the job, tell us so. Give all the details you would want if you were hiring a man. All information will be confidential. Address "W," Box 239, care of Printers' Ink.

Sales Executive Available

Five years straight selling in the field. Two years Sales Promotion Manager for nationally known household furniture specialty manufacturer, during which period I trained and operated extensive resale organization. Last three years as Divisional Sales Manager, same organization and engaged in opening and consolidating dealer distribution in virgin territory.

Capable in management and in retail merchandising. Fully competent in originating merchandising ideas and plans. Salary secondary to opportunity. Have reached highest possible point in present connection.

I am twenty-nine years old—married and a Gentile. Address "A," Box 94, care Printers' Ink.

A President Tells Why Sales Conventions Are Valuable

Speaking before a recent sales convention of his company, Andrew S. Butler, president of the McDougall-Butler Company, Inc., of Buffalo, paint and varnish manufacturer, gave this defense of annual sales conventions:

"Every business big enough to require widespread agencies and distributing centres and which keeps salesmen on the road, finds it absolutely essential, every once in a while, to get into personal touch with its far-flung representatives. Through many months of each year all communications with such representatives and agencies is through correspondence or informative circulars. Because of the nature of modern business the letters have to be comparatively brief and the circulars of a general nature. There are many things which cannot be adequately taken up in either.

"Sales gatherings or conventions are found to be desirable or necessary for several reasons: First, that the managers of a business may keep up a personal acquaintance and friendship with its distant representatives; Second, that these distant agents may keep up their acquaintance with the producing plant, its methods, changes, its products and particularly its new products; Third, that plans for coming sales and advertising campaigns may be discussed and views from different sections and angles correlated, and fourth, that the entire sales force may get together, learn to know each other and refresh that intangible but psychologically indispensable sense of unity which the French call *esprit de corps*.

"We would like to have our entire sales force and distribution organization on the job every minute of the business year if we could, alike for our own interests and that of our customers. But we have found that some brief periods of getting together are more valuable all around, than every-day-in-the-year sales effort. And that is why we have semi-annual sales conventions."

C. C. Rosewater Joins "Success"

Charles C. Rosewater has joined *Success*, New York, as director of publication. He was formerly vice-president and general manager of the Omaha, Neb., *Bee*. He had also been president of the Kansas City Journal Company, general manager of the Los Angeles *Express* and publisher of the Seattle, Wash., *Post-Intelligencer*.

Cutler-Hammer Appoints F. U. Webster

Forrest U. Webster, formerly of the advertising department of the Standard Oil Company of Indiana, and recently vice-president of Irvin F. Paschall, Inc., Chicago advertising agency, has been appointed advertising manager of The Cutler-Hammer Manufacturing Company, Milwaukee, Wis., manufacturer of electric control devices.

Results at Lowest Cost

H. E. LESAN ADVERTISING AGENCY

INCORPORATED

NEW YORK, N. Y.

CHICAGO, ILL.

TAMPA, FLA.



440 FOURTH AVENUE

37 W. JACKSON BLVD.

HILLSBORO HOTEL

MEMBERS OF

American Association of Advertising Agencies

New York,

August 15, 1925.

E. M. Burke, Inc.,
1457 Broadway,
New York City.

Gentlemen:

It may interest you to know that while I was in Florida, I checked up the cost, per inquiry, of the advertising of a number of Florida communities in newspapers throughout the country. However, I am not at liberty to give you the exact figures for these various communities.

To get as broad a view as possible of the relative pulling power of various newspapers on this class of advertising, I combined the expenditure of eight of these communities and the inquiries received by all of them from the various newspapers in the North and was quite surprised to find that the Pittsburgh Gazette Times produced inquiries at the lowest cost of any newspaper on the list.

While I have been familiar with the excellent qualities of the Gazette Times as a newspaper, our experience has led us to expect that such recognized resort mediums as the New York Times, Boston Globe, Philadelphia Public Ledger and Chicago Tribune would produce inquiries at a lower cost, and it should, therefore, be all the more gratifying to the Gazette Times that they rank above newspapers of this kind.

Yours very truly,

Secretary-Treasurer.

CLansdown:FM

Pittsburgh Gazette Times

Greatest result-getter in Pittsburgh Morning field

E. M. BURKE, Inc.

42nd and Broadway, N. Y.
132 S. Mich. Blvd., Chicago
Constitution Bldg., Atlanta, Ga.

URBAN E. DICE

National Advertising Manager
Gazette Sq., Pittsburgh, Pa.

R. J. BIDWELL CO.

742 Market St.
San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GWO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. LARRABEE Roland Cole
E. B. WEISS Bernard A. Grimes
Thomas F. Walsh

James H. Collins, Special Contributor
A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, SEPTEMBER, 3, 1925

Quo Vadis? "I wonder," a Middle Western banker suggests to PRINTERS' INK, "if the business men of this country realize the remarkable, not to say revolutionary, changes that are being brought about in merchandising today at a pace so swift as to make one dizzy."

We very much doubt it. Old things are passing away so rapidly that the average man in business, working against seemingly strange and mysterious forces, can hardly be blamed for wondering what it is all about. Ten years from now, after the commercial history now in the making has been made, he will look back upon this time of reconstruction with a great deal of wonder. Also, he

is likely to have no little regret over his failure correctly to visualize trends in a way to enable him to use opportunities that now are his.

A few years ago the manufacturer was a maker of merchandise. From now on he has to sell it. He must be responsible for its distribution to, and its sale by, the retail store. The jobber, on whom he formerly depended, is not doing the job, in very many cases.

Time was when the city department store represented the very pinnacle of buying power. Today it steps aside and yields the honor to the chains. Woolworth underbuys and undersells the country's biggest and proudest stores in thousands of bread-and-butter staples that are the world's best profit-yielders.

The five-and-ten-cent business, with the exception of Woolworth, is no more. The old-time variety store is whipped. One leading chain, formerly great in nickel and dime lines, is now working out into a department-store chain.

Manufacturers and jobbers who grew rich out of variety-store development are now seeking other fields. One outstanding firm, we understand, is looking toward the chain department store field as an exclusive outlet for its facilities.

The automobile and good roads are changing the old aspects of retailing in the smaller individual stores. The country is on wheels, with the result that business is being centralized—an uneconomic condition that will be corrected by constructive advertising.

Chains are developing in almost every line, even in furniture. There is a struggle on for buying power and still more buying power.

Selling is different. The buyer is seeking the merchandise rather than merchandise seeking him. Where he formerly went to market once a year he now goes once a month or even once a week.

Stores need greater variety in offerings than ever before. This means that the investment must necessarily be split up into more pieces to make possible the carrying of more lines—a development

that brings advertised branded goods of merit into greater demand than ever because they sell quicker.

The foregoing is sort of a crazy-quilt picture attempting to set forth some of the highlights of the whirling sequence of business development that now are to be seen.

It means that the making and selling of merchandise, although as old as mankind, is finding a new level.

Business is not dwindling. It is changing.

Variety Better Than Extreme Specializa- tion

Merchandising history seems to indicate that specialization can be carried too far in retailing. A specialty store can succeed as opposed to a department store, if the variety carried is sufficient to give the store volume. Grocery, drug and hardware stores are specialty stores, but they each handle hundreds of different items. If they dealt in only a few articles, their chances of success would not be so certain.

When stores are organized to deal in a very limited specialty, they almost invariably begin to add to the original line before the enterprise is out of its infancy. Blouse or waist stores soon start adding dresses. Stores started to deal in women's hand bags, begin adding other leather goods, umbrellas, etc. There are exceptions, to be sure, thus proving the rule.

The candy store is now undergoing some such development. Candy has long been broad enough a line to maintain a store. Even so, there are comparatively few exclusive candy stores. Most candy merchants carry a few other things, such as notions, stationery, school supplies or sporting goods. Many of the larger candy stores were content to add only a soda fountain and in some cases a small fruit department.

In recent years, though, candy

stores have been taking on a new function which has greatly increased their importance in the scheme of distribution. This function is the serving of food. We find an example of this evolution in the history of the Happiness Candy Stores. We believe we are disclosing no secret when we say that as straight candy stores the Happiness chain was not a howling success. When the stores added soda fountains they began to do better. When they went into the lunchroom business, they started to court real prosperity. Happiness is said to have seventy-two eating places now and has decided on ten other locations.

The Shattuck chain has won most of its prosperity by serving food. Starting originally as Schraft's candy stores, the serving of meals has become the predominating business of this chain.

The principle on which these different enterprises are working is clear: The broader a retail line can be made, without straying too far from the original character of the store, the greater the volume of sales it should be able to get. Candy is food. The character of a candy store is not changed, therefore, when a restaurant is added.

Can Advertising Change Lease Expirations?

When Ernest T. Trigg, of John Lucas & Company, served as chairman of a committee to study seasonal waste in the building industry, he and the men who worked with him came to some interesting conclusions. When it is remembered that the men who served with Mr. Trigg on this committee represented the American Federation of Labor, the National Association of Real Estate Boards, savings banks, architects and others, their findings should be considered seriously by men who are closely allied with the business of construction.

This committee definitely urged that steps be taken to apply the "stagger" principles to lease expiration dates so that three days

be designated, for instance, in the fall instead of one—September 1 for low rental property, October 1 for medium rental property and November 1 for high rentals.

The public not only pays the high charges for moving during the one busy week, but also helps pay for the time that the equipment is idle. As all the attendant evils of the single leasing day are observed again this fall, it would seem an especially appropriate time for many of the organizations and companies which suffer from it to get together for the purpose of discussing a co-operative campaign to substitute three leasing dates instead of one. It is entirely possible that the Unions whose members suffer from loss of employment because of the single leasing date would contribute funds for a campaign to educate the public as to the advantages of the new plan. Surely nothing could be of greater immediate benefit than the substitution of a better way for the old method.

"At Your Dealers"

The vacation season yields many parables, and among the rest, this one:

A business man turned away from his desk in the city to lose himself for a few weeks in an inaccessible nook of quiet country. He and his companions sought rest and recreation where no trace or reminder of the world of business could reach them. They stripped away the insulation of civilization and touched nature in the raw. Shock-absorbing conveniences and the padding of city life seemed as unnecessary as sweaters for wild geese or umbrellas for fish. Elemental forces sat down with them at meal time and slept with them at night.

A return to the primeval always causes the thoughtful biped to ruminate on what things are really necessary to life. One begins by chucking practically everything, and then admitting the simpler forms of food, wearing apparel, shelter, and, grudgingly, after a mental struggle, a few con-

veniences, such as an axe, a boat, a bathtub, a heating system for winter, until civilization is entirely re-established.

As the diet of fish, chicken, eggs and milk began to pall a little, this business man and his companions betook themselves on a hike to a nearby hamlet where they found a settlement of some 150 odd souls, calling themselves a town. At the cross roads was a country store. Here Amos Sperling, the proprietor, had dispensed merchandise to his friends and neighbors for eighteen years. His cubbyhole of a store, some twelve or fifteen feet square, contained an assortment of products that brought back, with the shock of unexpectedness, one section of the great world of business to the vacationists who had imagined themselves far removed from its antennae. The limited stock consisted almost entirely of advertised products—a well-known brand of canned soup, canned bacon and dried beef, catsup, canned milk, packaged breakfast foods, camera film, safety razor blades, tooth-paste, talcum powder, soap, crackers, raisins, chewing gum, and a half-dozen brands of cigarettes and tobacco.

What modern magic had lifted these articles out of far-away factories and carried them to this remote corner, almost to the vacationists' camp? Surely, it was no accident that only the more extensively advertised products, and, as a rule, only one of each class, were on sale, and that unadvertised products were conspicuously absent. Perhaps it might be regarded as a miracle of distribution that sped these articles of merchandise out to the fringes of the local frontier. But what force inspired the system of distribution and what keeps it working? What is it inspires the customer of the biggest store in the metropolis as well as Hank Purdy who drives a half-dozen miles once a week to trade at Amos Sperling's to specify by brand name the kind of canned soup or baking powder his wife told him to bring home?

It may not be advertising. But if it is not, then what is it?

Two Chances Left before Christmas

In the November and December issues you have the last two chances before Christmas to reach the hundreds of thousands of readers of **BOYS' LIFE**, The Boy Scouts' Magazine.

Forms for November close September 25th.

Forms for December close October 25th.

Every one of our boys has something coming to him on Christmas day—just what, depends largely on what he himself selects.

Each of these boys will be looking for Christmas suggestions. Their Christmas selections will be made from the things they see advertised. Get your suggestions before them in the November and December issues.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

Lincoln Building
Los Angeles, Cal.

37 So. Wabash Avenue
Chicago, Ill.

Advertising Club News

Industry Told to Advertise to Overcome Public Prejudice

The creation of a friendly feeling toward a certain industry on the part of the public can be aroused by educational advertising upon the part of that industry. The lumber industry of the State of Oregon, is at present complaining of oppression, according to C. C. Chapman, editor of the *Oregon Voter*, who recently spoke on the problems of this industry before the members of the Portland, Oreg., Advertising Club.

In substance Mr. Chapman said: The lumber industry has itself to blame for the lack of knowledge the public has concerning the relative importance of the industry in the lives of Oregon residents. Of the total annual income of every individual in the State 65 per cent is either directly or indirectly dependent upon the lumber industry. Motorists and motion picture patrons would immediately protest against any unfair legislation aimed at the automobile or motion picture industries, because a great amount of advertising has brought them close to the people's own interests.

Mr. Chapman feels assured that the public would protest any unfair legislation against the lumber interests if they knew just what it meant in their lives. The way to arouse this sympathy, he pointed out, would be to follow the lead of industries which have won public co-operation through advertising.

* * *

Carl Hunt Resigns as General Manager of Associated Clubs

Carl Hunt has resigned as general manager of the Associated Advertising Clubs of the World. His resignation becomes effective September 15, when



CARL HUNT

he will become associated with the Orlando, Fla., Chamber of Commerce as executive vice-president. Mr. Hunt will be succeeded by Earle Pearson, who has been educational director.

Before joining the Associated Clubs eleven years ago Mr. Hunt had been engaged in newspaper and advertising work at Indianapolis. After occupying various

positions in the organization Mr. Hunt was appointed general manager, an office which he has held for the last five years.

In announcing this change of officers, C. K. Woodbridge, president, spoke in praise of the progress of the association during the five years that Mr. Hunt has been in charge. Its assets have grown from \$66,000 to \$166,000, Mr.

Woodbridge said, while the surplus of the association in that time had grown from \$28,000 to \$112,000.

"Before Mr. Hunt went to Orlando to investigate the proposition," Mr.

Woodbridge continued, "he told me he might accept the position and he strongly urged that, if he did, Mr. Pearson should succeed him, with which I was in hearty accord. These men have worked closely together for many years and Mr. Pearson is thoroughly familiar with the work."

Mr. Pearson has been with the organization for five years and, during this time, has had the educational work of the association and the management of the Speakers' Bureau under his direction.

In discussing his new work, Mr. Hunt said that he has always been interested in the application of the principles of advertising to municipal development, especially as it relates to public welfare work. His new position, he believes, will bring him an opportunity to study and put these principles in actual practice.

* * *

Salt Lake Planning Better Business Bureau

Although no formal action has been taken as yet, it is expected that plans which are now under way will result in the organization of a Better Business Bureau in Salt Lake City, Utah.

The Salt Lake Advertising Club, which recently was revived, was addressed at its first meeting by Tim Thrift, advertising manager of the American Multigraph Sales Company, Cleveland.

* * *

Virginia Official Addresses Richmond Club

Leon M. Bazile, assistant attorney general of Virginia, recently spoke to the Richmond, Va., Advertising Club at one of its weekly luncheons. He talked about the legal side of advertising as it relates to giving fraudulent and misleading information to prospective buyers and outlined legislation created to protect the public in these respects.

* * *

Waco Club Joins Association

The Advertising Club of Waco, Tex., has become affiliated with the Associated Advertising Clubs of the World. L. M. Coyne is president, De Witt Morgan is secretary and treasurer.



EARLE PEARSON

Sunkist Budget Explained to San Francisco Club

Over one-half of the budget of the California Fruit Growers' Exchange is allotted to consumer advertising space, according to Paul S. Armstrong, advertising manager of the exchange, which distributes Sunkist fruit. Speaking at a recent meeting of the San Francisco Advertising Club, Mr. Armstrong explained that this budget is divided as follows: Dealer service 25 per cent; consumer space, 65 per cent; administration, 5 per cent, and miscellaneous, 5 per cent.

Mr. Armstrong went on to say that the cost of advertising plus the cost of selling ranges from 2 to 3 per cent of the gross sales. The exchange has returned to California growers in the last twenty-one years \$600,000,000 and the losses, during this period were only 44/10,000 of 1 per cent.

"We have now reached the point," Mr. Armstrong told the club members, "where the orange has ceased to be a Christmas luxury. Our Pacific Coast looks to co-operative marketing and to advertising to profitably dispose of its crops of today and prepare for the increased crops of tomorrow, which are certain to come as fast as marketing capacity will permit."

* * *

E. D. Gibbs Heads Speakers Bureau of Associated Clubs

Edward D. Gibbs, advertising director of the National Cash Register Company, Dayton, Ohio, has been appointed chairman of the Speakers Bureau Committee of the Associated Advertising Clubs of the World.

He succeeds George W. Hopkins, who was chosen to head the committee on constitution and by-laws.

* * *

R. M. Harben, Vice-President, Sioux City Club

R. M. Harben has been made vice-president of the Sioux City, Iowa, Advertising Club. He takes the place of Homer Gill, who, as recently reported, was made president. Horace Wulf and R. D. Friend, former president, have been appointed directors.

* * *

E. A. Hulce Heads Toledo Bureau

Earl A. Hulce was elected president of the Toledo Better Business Bureau, succeeding Homer Anderson, resigned. Homer E. Frye, who was formerly assistant secretary of the Bureau, was appointed secretary, taking the place of Fred Willson, resigned.

* * *

Louisville Club Holds Annual Outing

The Advertising Club of Louisville, Ky., held its annual picnic and outing at New Albany on August 28.

New York Dailies to Form Advertising Exchange

Advertising ideas, new forms and methods and general information of interest to newspaper advertising managers will be broadcast to members of the New York State Newspaper Advertising Managers Association through the medium of a central bureau which is to be established for this purpose. The formation of such an exchange has long been a subject of discussion among members of the association. Definite plans for its organization were approved at the annual meeting of the association which was held at the Hotel Gramatan, Bronxville, N. Y., on August 31 and September 1, following the recommendation of Wallace Odell, of the Tarrytown News and vice-president of the New York State Publishers Association, with which the advertising managers' association is affiliated.

A committee to arrange for the organization of the bureau, which will be located at Syracuse, will be appointed at a meeting to be held at that city on September 26.

L. S. Chubbeck, of the Binghamton Press and Leader, was re-elected president at the meeting which was attended by more than sixty members. Louis G. Spurdell, Mt. Vernon Argus, was re-elected vice-president, and Russell C. Harris, Utica Press, secretary-treasurer.

Franklin A. Merriam, publisher of the Mt. Vernon Argus, presided as toastmaster at the annual dinner.

Wearplus Tie Business Turned Over to Employees

Entire control of the Standard Neckwear Company, Boston, manufacturer of Wearplus ties, has been turned over to employees by Thomas Greaney, founder and owner of the business. Through stock gifts to every employee the business, which has assets of more than \$500,000 passes into the hands of a board of directors made up of sixteen of its earliest employees. Mr. Greaney will continue as president so that the business may have the benefit of his guidance.

The company was originally started as a one-man business by Mr. Greaney. As the business grew he added to his staff and, with few exceptions, most of his employees have remained with him, many having worked with him continuously for more than fifteen years.

Leaves Honig-Cooper

Clara Sachs, who had been space buyer for the Honig-Cooper Company, San Francisco advertising agency, has resigned and is returning to New York.

Death of W. P. Spargo

William P. Spargo, publisher of the Quincy, Mass., Telegram, died recently at that city. He was forty-seven years of age.

The Little Schoolmaster's Classroom

ONCE more it has been demonstrated to the Schoolmaster that a lost order is anything but lost if the salesman will refuse to be stampeded when the prospect tells him he has decided not to buy or has placed the order elsewhere.

The story has to do with a salesman selling calendars to a merchant, but the product might have been a cream separator, packing machinery, an artist's drawing for an advertising illustration or an automobile. The example is one of low-pressure salesmanship, effective because the salesman dropped his own role and came over on the merchant's side to help the latter make a decision.

This salesman had closed an order with a merchant for a lot of calendars. After his departure the merchant was called on by another salesman, also selling calendars, who convinced the merchant that his calendars were better than the calendars he had purchased from the first salesman. The particular point upon which the second man won his case was color—the more brilliant and attention-arresting colors in which the illustration of his calendar was printed. So the merchant called up the first salesman and canceled the order he had given him.

When this not-so-good news was received by the first salesman, he called on the merchant as soon as convenient, merely, as he told him, to see the calendar which was so much better than his own. The merchant was, of course, quite willing to show it. There it was. And when the two calendars were laid side by side on the dealer's counter it could not be denied that one of them had it all over the other on the amount of color used in the illustration. What more was there to say? If the merchant wanted color, this second calendar gave it to him with might and main. The obvious thing for the first salesman to do would have been to attack his competitor's calendar

or attempt to make the merchant like his own. Instead, it occurred to him that his own calendar had been carefully designed and created not for its effect when held in the hand, or within two or three feet of the observer's eyes, but to show up well at a distance, as when it is hung on a wall.

"You must not judge these calendars," said the first salesman, "on the way they look at short range. Nor are the light conditions here in the store like what they would be in a customer's home or office. Let's try them in different locations. In that way, maybe I can help you decide which is better for all conditions of distance and light."

The dealer became interested in the experiment and followed the salesman around as he would prop the calendars up in one position and another and then back away to a distance to observe them. It very soon developed that the brilliantly colored calendar, which seemed such a knockout at three or four feet, became a confused blur when placed in a shadow or half-light at a distance of ten or twelve feet. The first salesman's calendar, could be distinctly seen under all conditions.

After this demonstration, no argument was required to get the merchant to cancel the cancellation.

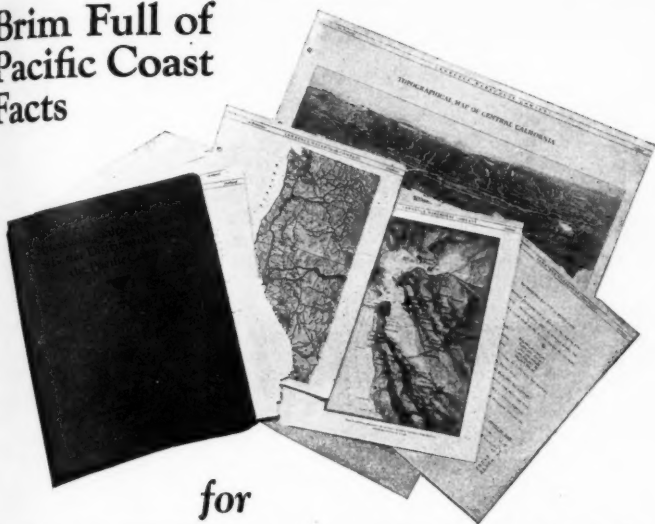
* * *

Among the relatives of the Schoolmaster is a certain interesting lady who has made herself useful as well as wealthy because for many years she has done one single, solitary thing—namely, the proper tapping of a hammer upon sheets of silver.

These sheets of pure silver, under the application of these countless taps, applied in just the right spots in just the proper manner and in the proper count, are, in this way, turned into numerous shapes and designs for which people pay exceedingly well.

This, it seems to the School-

Brim Full of Pacific Coast Facts



for SALES MANAGERS

IF YOU are planning distribution in the Pacific Coast States—if you are looking for a better method of distribution in your present Pacific Coast territories—you should have our up-to-the-minute report.

This report is illustrated with excellent maps and charts. It contains information regarding population, industries, manufacturing, crop values, mine production, transportation facilities, bank clearings, living conditions, increase in savings deposits, buying power, retail outlets, etc.—practical information for the business executive.

This report was specially prepared for those seeking essential facts about this rapidly developing territory. We will be pleased to mail you a copy. Please make your request for your copy on your business stationery, giving your executive capacity.

LAWRENCE WAREHOUSE COMPANY

AL T. GIBSON, PRESIDENT

Executive Offices

37 Drumm Street, San Francisco

Oakland

.

Los Angeles

6125

SHATTERING ALL RECORDS!

During the first half of 1925

The

EVENING HERALD

published more National Advertising than any other Los Angeles DAILY NEWSPAPER and more than all other Los Angeles evening newspapers COMBINED.

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Meloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

THE**WINSTON-SALEM SENTINEL**

leads all North Carolina dailies in audited home circulation.

Business is good in North Carolina's largest city.

**THE TWIN CITY SENTINEL,
WINSTON-SALEM, NO. CAR.**

**House Organs**

We are the producers of some of the oldest and most successful house organs in the country. Edited, printed and mailed in lots of 1000 and up at 5 to 15 cents per name per month. Write for a copy of **THE WILLIAM FEATHER MAGAZINE**.

The William Feather Company
607 Caxton Building : Cleveland, Ohio

master, may well serve as an equation for the Class—an equation which resolves itself into a moral.

Here, then, is our equation—the sheet of silver plus the steady tapping and tapping plus the finished design equal financial returns.

But we have overlooked one element in the stating of the equation, namely, the mental application which tells the hand just where to apply the taps. Without that mentality properly applied, there would be no gratifying returns.

Often, the Schoolmaster feels that it is easy for the teaching mind to drift into the habit of preaching, and this should not be when one remembers that the classroom is filled with active, practical men and women who are engaged in the undertaking of building business institutions, slipping into the classroom in the hope of finding an added viewpoint.

* * *

For that reason, the moral in the little equation which confronts us is, it seems, doubly helpful. The Schoolmaster trusts that out of this Class the practical business man and woman may take away this single thought: Just taking good, honest raw material and pegging away day after day will not produce a great business with great profits.

There is something more that is required and that is the willingness and the ability to put heart and soul and mind into the task.

Raw materials will not suffice.

The sheer application of time and money will not prove enough.

It is a good thought for the advertising writer, for the sales manager, for the business executive to take from the classroom into the working day. The hope of reward is the underlying force which moves business. It is a good thing to be able to get in the classroom not only theory but also an understanding of the elements and their application which make for success.

* * *

A study of the style of those authors whose books are the best

158 of a series showing effective coverage of national advertisers

CLUB LIDO
SUPPER AND DANCING
888 Seventh Avenue
New York City

September 30, 1924

Silver King Mineral Water Co.,
247 Park Avenue,
New York City, N. Y.

Attention Senator James J. Walker,
President

Gentlemen:—

In reply to your inquiry,
we take pleasure in informing
you that the Prince of Wales
specifically requested that both
SILVER KING WATER and SILVER KING
BREWED GINGER ALE be served at
the party which he gave here the
evening of September 20th.

Yours very truly,

CLUB LIDO, Inc.



H.R.H. The
Prince of Wales

Silver King

BREWED

Ginger Ale and Sparkling Water

SILVER KING MINERAL WATER CO., Inc., 247 Park Ave., N. Y.

"In our opinion Printers' Ink is the most constructive publication of its kind in existence."

Albert Fink, Sales Manager

**Silver King Ginger Ale executives who
are readers of Printers' Ink and
Printers' Ink Monthly:**

NAME	TITLE	WEEKLY MONTHLY	
		Yes	Yes
JAMES J. WALKER	President	Yes	Yes
ARTHUR F. GRASSHOF	Vice-President	"	"
ADAM HASKELL	General Manager and Treasurer	"	"
ALBERT FINK	Sales Manager	"	"
ARTHUR J. SIMMONS	Assistant Secretary	"	"
ROBERT W. HOKE	Assistant Treasurer	"	"

AGENCY MAN

—counted among the most versatile and creative men in advertising, is open for a position in New York where he can use his experience in planning campaigns, writing copy, directing others, buying art work, overseeing production. Familiar with research and merchandising—knows how to back up and help an executive.

Address

"B," Box 95, Printers' Ink

I want to get a job for a friend of mine. He is an old newspaper man (if you call fifty years "old") and he is well qualified for a desk job or doing anything that calls for writing, proof-reading, or any detail work connected with the editorial department of a newspaper. He wants a job in New York or vicinity. If you are a newspaper man, or you were once a newspaper man yourself, you will know how dependable a fellow he is. I am not an employment agent. This is purely a personal matter.

Address all replies to "E," Box 98, Printers' Ink.

sellers has often been recommended to writers of advertising copy. The thought behind such gratuitous advice is that the way a thing was said by the man or woman who had for the moment captured the public imagination was the most effective way to say it. This supposition has been denied by other advisors who have said that the only writers worth studying are those whose work has stood the acid test of time.

A recent competition in England has a close bearing upon this difference of opinion. It was held for the purpose of determining the most popular authors on the theory that best sellers, sometimes bought on hunch or the sight of a novel being carried, or by sudden waves of popularity, did not mean so much as lasting popularity after the works were read and thought over. The prize winners in this unusual contest were those entrants who placed the authors in the order established by their numerical appearance in the lists of all the competitors. The final first ten which has caused much surprise in England, as given by the *Bookman* is:

1. Rudyard Kipling.
2. Thomas Hardy.
3. Hall Caine.
4. Conan Doyle.
5. H. G. Wells.
6. Rider Haggard.
7. Arnold Bennett.
8. Ethel M. Dell.
9. Joseph Conrad.
10. W. J. Locke.

*I see that fella Helfant
is doing a daily cartoon
stunt for a big
New York
newspaper!*

"Daily
Mirror"



*Yes, but he still finds
time to do those
"Cheerful Cartoons
for Advertising"*

art 110 W. 40th St.
helfant new york, ny
pennsylvania 5675

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Amazement has been expressed that Thomas Hardy, whose works have long been classed as real literature, should appear in the list voted on by the masses so far in advance of Ethel M. Dell, writer of best sellers. Moreover, five of the names, Hardy, Kipling, Doyle, Caine and Haggard, are old-timers whose work was popular twenty-five years ago.

Perhaps this contest indicates again that the average commentator greatly underestimates the intelligence of the mass of readers. It seems to indicate the truth of what a prominent advertising agent told the Schoolmaster recently, that "the people who are regular readers of any periodical are worth writing to in good English and appreciate and enjoy good writing."

* * *

Recently, the sales manager for a paint concern stepped out of his field to take a flyer in the gasoline service station business. A couple of young men whom he knew opened a gas station in Brooklyn, N. Y. On Sunday mornings, they would open up at 8:30 a. m. and close late in the evening. They did a pretty good business.

"I think you could double that business," he told the owners of the station. "This is the way I figure it out. The average man from your section who hits the turnpikes on Sunday gets up very early in order to get his flivver rolling out into the country before the crowds jam the roads. He isn't the sort who keeps his car in

Designing & Lettering
*Illuminate YOUR Advertising
 in a Big Town way at a
 Small Town Price.*
Test Our SERVICE Now!
Allied Dayton Artists
 SCHWIND BLDG. DAYTON, OHIO.

**COLOR,
 PERMANENCE AND
 ECONOMY**

PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins
 in 137 cities and
 towns of Northern N.E.*

KIMBALL SYSTEM

LOWELL - MASS.

LITHOGRAPHED LETTERHEADS

**For \$1.25 PER
 THOUSAND
 COMPLETE**

IN 50M lots; or 25M \$1.50 per M;
 12,500 at \$1.75 per M. In black
 ink on our white Paramount Bond, 20
 lb. basis.

A Beautiful, Strong, Snappy Sheet.
 No smaller quantities.

**ENVELOPES TO MATCH, \$1.50 PER
 THOUSAND**

Booklet of Engravings on request.

GEORGE MORRISON CO.

425 East 53rd St., N.Y. City. Dept. P.

TELEPHONES PLAZA 1874-1875-1518

Established 1898 Incorporated 1905

I AM 22

Opportunity at present position limited; 3½ years' of agency experience. I have a flare for copy and production, but am familiar with all agency work. Good education and long business training. Small agency or manufacturer preferred. Write "C," Box 96, Printers' Ink.

WANTED

Advertising and Sales Promotion Man
 Large industrial publication needs an advertising and sales promotion man in its business department. Applicants should know copy writing (both publication and direct mail), research work and the preparation of sales data.

State experience, present connection, and salary requirements.

Address "X," Box 91, Printers' Ink.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each
 by refund of

ROSS-Gould Co. 344 N. 10th St. St. Louis

ELECTROTYPING STEREOTYPING MATRICES

Fine Work - Quick Service

E. H. PARKHURST CO.
 NEW HAVEN CONN.



A Convention Feature
that will be remembered

The Magic Formula of Sales Success

A Fifty-minute Practical, Inspirational Talk
for all those interested in selling
For descriptive booklet telling what others
think of this message, write

W. L. ("BILL") BARNHART

Signature Registered as a Trade Mark

Care of National Surety Company

4 Albany St., New York City

Phone: Rector 4240

The Man We Want

knows industrial selling and advertising. Selling experience is essential. Better still if he has sold advertising for a recognized industrial publication.

The industrial publication for which he will sell is the recognized leader in its field. The position is in New England with headquarters in Boston.

State experience, present occupation, and present earnings in making reply.

Address "Y," Box 92, P. I.

COPYWRITER

who is also a good artist, seeks part time or free lance connection. Broad merchandising background; 10 years agency and publication experience. Highly, original ideas and layouts.

Address "Z," Box 93, P. I.

a tony garage which takes care of his gas worries for him. So when this 'average man' gets going he looks for the first gas station that's open. And he buys at the first one he sees. The fellow who goes past your station later in the day is the fellow who keeps his car in a big garage, and he's bought his gas there before he started. You ought to get up early and catch that early bird."

The young fellows laughed at him, so he decided to test out the idea himself. "One Sunday morning," he said, "I got up at 5 o'clock, took the key to the gas station, and opened up at 6 a. m. That afternoon, when I quit extra early, I hadn't doubled the usual Sunday business—I had *tripled* it!"

Toy Account for Allentown Agency

The Conestoga Corporation, Bethlehem, Pa., toy manufacturer, has placed its advertising account with the Shankweiler Advertising Agency, Inc., Allentown, Pa. Newspapers, boy's magazines and trade papers will be used.

Benjamin Kennedy Joins Oakland Agency

Benjamin Kennedy, formerly manager of the Monotype Composition Company, Oakland, Calif., has joined James Houlihan, Inc., advertising agency, of that city.

American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

COVERS

The Entire
Lumber Industry.

Cut Folding Costs 90% Baum Automatic Folder

"FASTEST SELLING FOLDER IN AMERICA"

RUSSELL E. BAUM (Bchs. Everywhere) 615 Chestnut St., Philadelphia

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

Discriminating Eastern

PUBLISHER'S REPRESENTATIVE

open for another publication. Write for qualifications and terms. Box 814, P. I.

An unusual mail-order opportunity reaching 40,000 of the best consumer-buyers in the United States. The entire cost is only 1c a name, including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York.

WANT TO BUY

GOOD SECTIONAL BANKING OR INSURANCE TRADE PUBLICATION. Write, stating particulars and price. Address Box 809, Printers' Ink.

Advertising Salesmen in every city to act as factory representative for manufacturer of nationally known colored displays and stock signs. Men able to influence the largest business only need reply. Full information and references necessary with first letter. Box 823, P. I.

Printing Ink Salesman with bona fide trade or young man with means (\$5,000 to \$20,000), self-assurance and salesman's ability desirous of purchasing an interest in an established business (mfg. printer's ink) will find it to his interest to communicate with Box 804, P. I.

A Business Man

with pep and constructive ability has an opportunity to invest \$10,000.00 or more in a very successfully established publishing and service organization, and connect himself with the highest type of conservative associates. Box 834, Printers' Ink.

TWENTY-FIVE HUNDRED DOLLARS

buys patent rights, dies and a stock of eight thousand milk bottle holders; an excellent money-making proposition. Mitchell-McKinney Mfg. Co., Box 71, Homestead, Pa.

WANTED PARTNER for outdoor advertising in Northern New York. Good field for expansion, must be good salesman and able to handle local and national stuff, all communications will be treated confidentially. Box 807, Printers' Ink.

Advertising Salesman to represent out-of-town manufacturer in metropolitan district to sell to national advertisers the highest-grade colored displays on the market. Men with established clientele only need reply. Give full information and references in first letter. Box 824, P. I.

WANTED: Advertising representative on Pacific Coast for the Packing House News, the only Fruit and Vegetable Packing House and Scientific Marketing Journal in the world. Satisfactory terms to right man. State experience and references. Address: Peninsular Publishing Company, 52 Vanderbilt Avenue, New York City.

A GENTLEMAN OF PRACTICAL KNOWLEDGE AND EXPERIENCE of over a quarter of a century in the lithographic and publishing business in Germany desires to represent an American house for buying and selling in Central Europe. Highest references for integrity ability can be given. Address Box 838, Printers' Ink.

HELP WANTED

WANTED IMMEDIATELY Experienced Advertising Woman as Assistant. Address T. O. White, Advertising Manager, The Louis Saks Store, Birmingham, Alabama.

Wanted—Young woman with originality to write copy, plan layouts and handle correspondence.

Reply, stating experience and salary expected. Box 822, Printers' Ink.

Opening for Production Manager

One of the leading Pacific Coast agencies has opening for production man. Must be agency trained, now head of mechanical production in moderate size agency handling national accounts or assistant in larger agency. Good opportunity for advancement. Address Box 826, P. I.

Copy Writer (Spanish) for New York export concern handling large business, Latin America; must have originality, brilliant style; position permanent; state experience, former work and salary desired. Box 821, Printers' Ink.

Prominent Middle-West Piano Manufacturer wants man to take charge of advertising and promotional work. Excellent opening. One experienced in merchandising musical instruments preferred. Write fully to Box 818, Printers' Ink, stating qualifications and salary requirements.

Bridgeport, Conn., Times, fastest-growing daily in Bridgeport, wants ambitious, hard-working advertising solicitor. Must write and sell copy. No drifters. Only letters stating full particulars will be answered. State your ideas of salary and commission. Address Kendall B. Cressey, Bridgeport, Conn., Times.

ADVERTISING SOLICITORS FOR WEEKLY MAGAZINE, LEADER IN ITS FIELD, REAL OPPORTUNITY FOR PRODUCERS, LIBERAL COMMISSION BASIS TO START WITH, DRAWING ACCOUNT TO MEN AND WOMEN WHO PROVE ABILITY. BOX 836. PRINTERS' INK.

EXPERIENCED MAIL-ORDER MANAGER WANTED FOR BRANCH FACTORY

Internal combustion engine experience valuable, but not essential. Write full experience, salary desired, etc.

WITTE ENGINE WORKS
Kansas City, Mo.

HIGH-CLASS SALESMAN WANTED

The world's largest manufacturer of lithographed metal advertising signs, store displays, merchandising cabinets and devices, now serving the country's largest advertisers, has an opening for a thoroughly experienced salesman to cover Central and Southern Illinois.

Must have rounded out knowledge of merchandising methods, creative ability and be able to meet and sell executives.

Money-making possibilities practically unlimited. Permanent employment, liberal commission. Correspondence confidential. State age, nationality, present earnings, business reference. Address Metal Sign Dept., American Art Works, Inc., Coshocton, Ohio.

AGE UNDER 35

Salary under \$7000. Christian. Some college training. For such a man a firmly established small advertising agency has a position equivalent to a partnership, offered for the purpose of expansion. The opportunity is broad and should appeal to a man of constructive ability who has had several years' advertising experience and who can produce new accounts. The man selected must be qualified to be a real factor in the business at the outset, and sufficiently desirous of a permanent association to invest in a minority interest. A brief outline of experience and expectations may be confidentially entrusted, by mail, to Mr. Melvain, 123 Elm St., Montclair, N. J.

ADVERTISING-SALES MANAGER

wanted by manufacturer of food specialty on market over 35 years. Man of good character and habits, ability and ambition, with wide experience in advertising and selling grocery specialty. Excellent opportunity. Give complete confidential information and reference. Also state salary required. Address Box 806, P. I.

FURNITURE ADVERTISING MAN WANTED

A leading Furniture Store in a large Southern city wants a good advertising man. A real job and an attractive proposition for a man of ability and ambition. Address Box 837, Printers' Ink.

SALESMAN

To represent a printing plant located in Metropolitan district specializing on high-grade color and half-tone work. Organization includes a department of experts for visualizing and laying out sales promotion campaigns to dealers and consumers. Commission basis. Give full particulars as to former connections, age, etc. Box 803, Printers' Ink.

WANTED—Unusual opportunity for high grade advertising salesman, experience in selling Window and Counter Displays, Cutouts, Containers, etc. Our process of manufacture enables us to take care of the small advertiser as well as the national advertiser. Four different processes of reproduction. Give full particulars covering your experience when answering. Excellent territory open. Liberal compensation. Address Schaefer-Ross Company, Inc., Rochester, N. Y.

HERE'S A REAL OPPORTUNITY for an A-1 Advertising man. We have been manufacturers of a drug store product (a recognized internal tonic) for many years. This article has enjoyed larger sales each year. Several years ago we decided to expand and we employed an Advertising Agency in another city to help us. Now we need a man to direct the advertising and sales promotion from our own offices but we will only consider a man who understands and has had practical experience in the marketing and advertising of a tonic or similar product. We are financially strong and we offer a definite opportunity for a substantial future. If you think you can qualify, write to us—tell us your experience, what you believe you're worth, and any other information that will identify you in our minds. All correspondence will be confidential. Address Box 805, P. I.

MISCELLANEOUS

FOR SALE ONE MULTI-COLOR PRESS

In good condition, complete with automatic feed and motor, ready to run. Box 839, Printers' Ink.

BOUND VOLUMES "PRINTERS' INK"

For Sale: 60 bound volumes "Printers' Ink" (Weekly) in perfect condition, from January 1, 1910, to December 31, 1924. Address John H. Moore, Pro-phy-lac-tic Brush Co., Florence, Mass.

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POSITIONS WANTED

Business woman, Christian, banking, technical sales secretarial experience, expert letter writer, thorough knowledge stenography, follow-up methods, desires opportunity. \$40-\$50. Box 831, P. I.

LETTERING—LAYOUT

First-class man desires new connection with agency. Box 811, Printers' Ink.

Exacting Production

printing and business-paper advertising; now similarly engaged; Christian; 27; married. Box 820, Printers' Ink.

Recent Princeton graduate seeks position as copy writer with advertising agency or promotion department of publishing house. Considerable writing experience; several things published. Can furnish samples and highest references. Box 832, P. I.

DIRECT-MAIL EXECUTIVE

Thoroughly familiar and competent to handle a direct-mail department in the mailing, addressing and multigraph equipments, desires connection. Box 815, P. I.

DO YOU NEED AN ASSISTANT?

Twenty-four, college trained, with a sound knowledge of advertising gleaned from 4 years of thorough experience—from copy writing to production. Box 833, P. I.

ARTIST—LETTERER

Expert in quick show-card style with twelve years' varied experience; desires connection. Box 816, Printers' Ink.

VISUALIZER

One who can do finishes on Lettering Borders and Figures; desires connection with recognized agency. Box 835, P. I.

YOUNG MAN experienced in preparing direct, local and national publication advertising; catalogs, sales letters, etc. American, Protestant, good character, appearance, personality, references. Open Sept. 15. Box 808, Printers' Ink.

Distinctive Copy Service

Complete campaigns—features—readers verse—house organs published—advertisers anywhere. Write—Forrest W. Tebbets—623 Knickerbocker Bldg.—N.Y.C.

11 YEARS MAGAZINE EXPERIENCE

Lady editor, also well experienced in advertising solicitation by mail, copy-writing and layout work wishes good position. Box 829, Printers' Ink.

ADVERTISING MAN

Fifteen years' executive experience. Qualified from every angle to give intelligent application to planning and preparation of general publicity, sales extension campaigns and general business promotion. Salary secondary consideration to desirable connection with manufacturer, department store or advertising agency. Address Box 819, Printers' Ink.

TECHNICAL ADVERTISING MAN

Now employed, account executive, small New York agency; control two accounts paying \$2,400 yearly; 14 years' experience, industrial advertising; minimum salary, \$6,000. Box 830, Printers' Ink.

MR. PUBLISHER

DON'T WORRY

about your mailing. Send for S. A. Mailing Co. and let them do it for you. Box 828, Printers' Ink.

ASK MY BOSS—advertising assistant, general experience in large advertising department, desires new connection. Thoroughly informed on details of department. Knows direct mail and sales promotion. University education. Age 25. Excellent references. Box 813, P. I., Chicago Office.

Sales Executive—who thoroughly understands market development, sales procedure and management. Mature judgment, combined with sound selling sense, tactful and with proved ability to judiciously manage sales force. Technically trained, 39 years old, happily married, excellent references as to character and ability. Box 810, Printers' Ink.

COPY WRITER

with 10 years' experience on national accounts with AAAA agency wishes to operate on commission basis with high-class printing concern; also available for free-lance, house-organ and trade-paper work. New York City and vicinity. Box 817, Printers' Ink.

OFFERING

AN ADVERTISING AGENCY

A College Education—Experience in small Advertising Agency—Some Experience in Printing Plant—Course in Advertising (now studying)—Plus Character, Ability, Ambition. Young man 24, American, Protestant, married, wants future in exchange for services at a moderate salary. Box 825, P. I.

Circulation or Subscription Manager—

20 years' experience in fashion, fiction, also farm publications. Thoroughly conversant with A. B. C. and P. O. requirements. Understands all successful methods of subscription and newsstand sales promotion. At present in New York City. Willing to locate anywhere in the United States. Can furnish best of references. Straight salary or salary and commission or bonuses. Seeks new connection by September 15 or October 1. Box 812, P. I.

AVAILABLE SEPT. 1ST

Engineer who can write; writer who knows intimately the industrial fields—man of travel and twenty years' business experience—an extremely interesting background—who can show evidence that he is qualified for position of strength as Industrial Copy Writer, General Editorial Writer, Trade Editor, Publishers' Reader, Asst. Advertising Manager. A "Hiram" of past personal misfortunes whose stars are just ascending. The opportunity of a lifetime to someone long troubled with "seconds" in his personnel. Box 827, P. I.

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THE point, after all, is not whether you are satisfied with your advertising.

Rather, whether you are satisfied with the effect your advertising is having on your business.

The GEYER-DAYTON
ADVERTISING COMPANY
Dayton, Ohio

Bankers predict prosperous fall

A most healthy business condition now prevails in this country and prospects look exceedingly bright, in the opinion of several Chicago bankers.

Said John J. Mitchell, president of the Illinois Merchants Trust Company:

"Crops are excellent everywhere and there is every indication that the farmer will have a good harvest. At the same time money is plentiful and there is nothing to stop business from going right ahead."

Said Frank O. Wetmore, chairman of the board of directors of the First National Bank:

"Conditions for an excellent fall trade are here. Nearly all factors of abnormality have been liquidated and the natural barometer of business, the crops, will soon decide the extent of industrial activity. The indications at this time are that the crops are practically assured."

Marshall Field & Co., Armour & Co., John V. Farwell Co., and others report fall orders in excess of last year. Prospects are bright for the entire country, but especially, for the rich Chicago Territory, with its bumper corn crop.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 600,000 Weekdays and
Over 1,000,000 Sundays